



Coming: Park and Recreation Week

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Thousands of people will go to public parks and other recreational areas May 21 to 30. Many will be there because they know it is Park and Recreation Week. Others simply will be enjoying the relaxation, whether or not they know of the week. But every possible step is being taken to make everybody in the United States aware of their great heritage—this country's magnificent scenic and recreational facilities.

A resolution officially establishing the week by Congress and by Presidential proclamation is expected to be introduced by Senator Scott Lucas of Illinois.

Seldom has any similar project been launched that has won such widespread support and cooperation. The American Recreation Society, National Recreational Association, National Conference on State Parks, American Association of Botanical Gardens and Arboretums, and American Association of Zoological Parks and Aquariums are co-sponsors. The National Park Service, United States Forest Service, and other Federal agencies are cooperating, as well as the American Hotel Association, Air Transport Association of America, National Bus Traffic Association, the railroad passenger traffic managers, and many other travel promotion organizations.

Local park and recreation agencies are ready to do their appropriate part. They will need all possible promotional support from national agencies and the travel industry.

Headquarters for promoting Park and Recreation Week have been established at 425 E. 14th Boulevard, Chicago 5, Ill.

There will be 21- by 28-inch posters in color provided at cost for display and distribution by railroads, travel agencies, and others. Special cuts and mats for newspaper and magazine advertisements by hotels, transportation companies, and travel agencies will be available. Users of mail meters can obtain at small cost a "slug" to attach to the meter so that the official postage imprint on each envelope will have a park illustration and an appropriate slogan. This promotional material may be obtained from "Park and Recreation" headquarters.

Municipal and metropolitan park and recreation agencies will schedule community- and city-wide exhibitions, assemblies in schools, and special gatherings.

Many youth and civic organizations are cooperating. The Boy Scouts of America, the Girl Scouts and the Camp Fire Girls, Inc., with their thousands of local groups, will urge trips to local, county, State, and national parks and forests. The 3-day Decoration Day week-end at the close of the week will offer a splendid opportunity for

these trips. Similarly Kiwanis International and Lions International will hold discussion meetings in May to hear speakers and view pictures of the country's parks, planning pilgrimages this summer.

The American Newspaper Publishers' Association is expected to suggest special editions during the week with feature articles and pictures of public park attractions. The American Automobile Association, with its Nationwide chain of motor clubs, will distribute appropriate articles and other materials for publication in local newspapers, in magazines of the motor clubs, and on radio programs.

Special editions or exceptional features will appear in the American City magazine; This Week magazine (supplement to many of the week-end editions of large newspapers throughout the country); and Kiwanis International magazine.

The Ford-Times magazine will devote its May issue to color pictures of National, State, Forest Service, and metropolitan park areas, with maps showing their location. Reprints from this issue, bringing together in handy and attractive form all the outstanding facts and illustrations of the whole array of parks in the country, will be made available through all Ford, Mercury, and Lincoln dealers. Quantity lots may also be obtained by clubs and other local groups for their members, at the cost of handling and shipping, from headquarters of Park and Recreation Week.

Lake Itasca, Itasca State Park, Minn.

