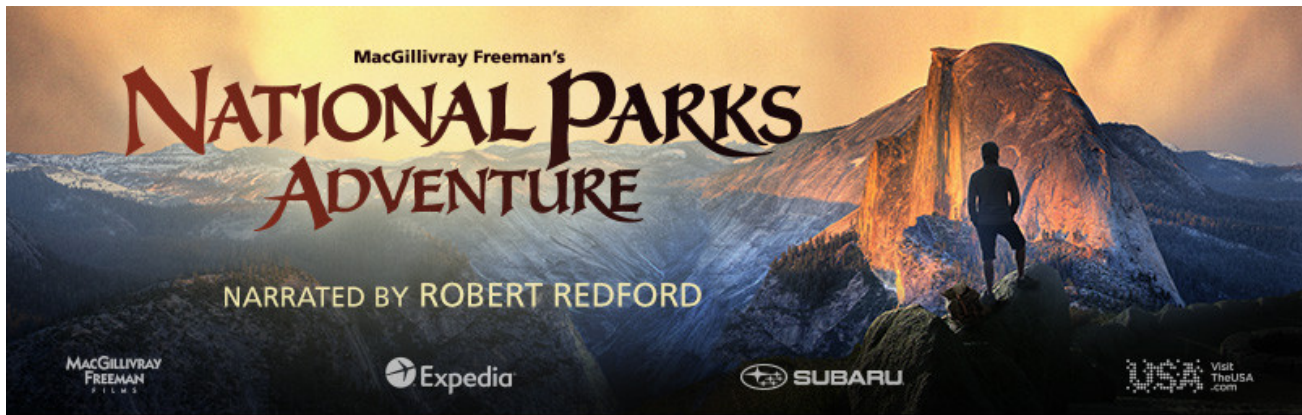


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Celebrate National Park Week!

National Park Week is **April 16 - 24**, and it is time to join the party! As the National Park Service goes all out to celebrate, it is the perfect opportunity to tie in *National Parks Adventure*!

Get involved with the National Park Service

In addition to offering free admission to all 409 National Park locations, the National Park Service has many adventurous and educational events planned in different parks. [Find your local park](#) to see how you can join in the fun.

FIND YOUR PARK

Engage on Social Media



The [National Parks Adventure facebook page](#) will be posting lots of photos, videos, and

even a special photo contest where followers can submit their own national park photos. We'll take these photos and create a video surprise that will be shared on Earth Day, April 22nd. Encourage all of your followers to participate too!

Check out the *National Parks Adventure* [social media toolkit](#) for many more promotions, photos, videos and the cover photo above. #NationalParksAdventure

REI Trip Sweepstakes

The REI Adventures National Park Weekend Getaway Trip

Sweepstakes runs through **April 25!** Invite your members to enter to win a free trip to a national park. Participants can enter on the [official entry page](#)—or you can host a local version of the sweepstakes on your own website ([contact us for details](#)). Post on

social media, email your members, post signage in your theatre, or even project the slide onscreen. This is an awesome opportunity, so don't let it pass you by!



Celebrate In Your Theatre

This week is the perfect time to interact with your local community—invite speakers, interest groups or even film talent to engage your visitors. The [marketing guide](#) has great suggestions in the local promotions section. Honor a local conservation hero, feature artists that focus on the outdoors or set up your own overnight campout in your museum! Finally, we still have [promotional items](#) available for giveaways, or to get your theatre in theme, so let us know if you'd like to order more.

Thank you!

The MFF Marketing Team

Lori Rick, **Mary Jane Dodge** and **Sauna Badheka**

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