



City of Arts & Innovation

News Release

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Residents Urged to Nominate Riverside for \$20,000 Grant in Earth Month of April

National Recreation and Park Association Works with Disney on “Meet Me at the Park” campaign

RIVERSIDE, Calif. – For the fourth year in a row, the National Recreation and Park Association (NRPA) is collaborating with The Walt Disney Company to help fund local park improvement projects across the country through the national “Meet Me at the Park” Earth Month campaign. The city that receives the most nominations will receive a \$20,000 grant to improve a local park.

Riverside residents can nominate their city by visiting NRPA.org/Disney through the month of April. At the end of the month, the city with the most nominations will receive the grant funding. Everyone who nominates a city will be entered into a drawing for a GoPro Prize Pack.

“The City of Riverside emphasizes family, friends, and community,” said Adolfo Cruz, Director of the Parks, Recreation and Community Services Department. “Parks make a community a better place to live now and in the future. They provide spaces for children to play and be active, areas to exercise, gather and enjoy the outdoors. We ask that you nominate the City of Riverside to receive this grant to improve our local park. Parks enrich our lives. Individually and as a community, we will always have that need. Meet us at the park!”

During April, a public service announcement (PSA) supporting the Meet Me at the Park campaign will be shared with audiences across Disney, including ESPN, ABC Television Network, ABC-owned and affiliate stations, Freeform, Disney Channel, Disney XD, Disney Junior, the ABC app and other digital platforms. The PSA will also be available to view on the voting site at www.NRPA.org/DisneyMeetMeAtThePark. Additionally, Radio Disney will support the campaign with an on-air radio spot.

“At NRPA we believe everyone deserves a great park. That’s why we’re proud to collaborate with The Walt Disney Company on this campaign,” said Lori Robertson, NRPA director of conservation. “Everyone is encouraged to join us in giving back to the places that shape so much of our lives by participating in this year’s campaign. A nomination for your favorite park is all it takes.”

This Earth Month, Riverside can show what parks mean to our community by nominating our great city. Encourage your friends to nominate Riverside by taking a selfie in your favorite park and using the hashtags #MeetMeAtThePark, #Parkies and #CelebrateEarth.

For more information and to nominate your city, visit: www.NRPA.org/DisneyMeetMeAtThePark

Both promotions conclude at 11:59 p.m. ET on April 30, 2018. No Purchase Necessary to participate. The NRPA Meet Me at the Park Promotion and Voter's Sweepstakes are open to legal residents of the 50 US & DC, who are 18 years of age or older. For complete details and Official Rules for both promotions, visit www.meetmeatthepark.org.