



#MoveTogetherKC

PARK & RECREATION
MONTH
2025 Outreach Toolkit

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2025 Communications Toolkit from MoveTogetherKC

Toolkit Overview

July is Parks and Recreation Month—a time to recognize the vital role parks and recreation play in our communities. This Media Toolkit is designed to help a wide range of organizations—from parks and recreation agencies to schools, libraries, public health departments, nonprofits, and local businesses—join the celebration.

Inside, you'll find customizable messaging, graphics, and outreach ideas to help you highlight how parks and recreation support healthy lifestyles, environmental stewardship, social equity, and community resilience. Whether you manage a park system or simply care about community well-being, this toolkit gives you the tools to amplify your message and connect with your audience.

Wondering if this applies to you? It does. Parks and recreation touch every part of our lives—from improving mental and physical health to creating inclusive spaces for people of all ages and abilities. Whether it's a walk in the park, a community garden, or a youth sports league, there's something for everyone to celebrate.

Even if you don't have a specific event planned, you can still participate. Share inspiring stories, educational content, or fun facts about the benefits of parks and recreation on your social media channels to help spread the word.

What's included in the toolkit:

- Fact Sheet
- Social Media Materials
- Important Dates and Local Events
- Media Alerts for Special Events
- Press Release

All materials are fully customizable—feel free to add local quotes, stats, and details to make them your own.

If you have any questions or need further assistance, please reach out to the Kansas City Healthy Lifestyles Collaborative at kchlc@cmh.edu.

Let this toolkit be your starting point for a meaningful and engaging Parks and Recreation Month—celebrating the spaces, programs, and people that help build stronger, healthier, and more connected communities.

Parks and Recreation Month Fact Sheet

Theme: “Build Together, Play Together”

Inspired by the National Recreation and Park Association (NRPA)

Overview

Every July, organizations nationwide are encouraged to acknowledge the vital role that parks and recreation play in improving community health, fostering social connections, and enhancing overall well-being. Parks and recreation programs create environments where individuals of all ages can develop lasting friendships, create treasured memories, and strengthen family and community ties.

The theme for 2025, “Build Together, Play Together,” crafted by the National Recreation and Park Association (NRPA), emphasizes the importance of collaboration in cultivating vibrant, inclusive, and resilient communities through parks and recreation¹.

Why It Matters

- More than 160,000 full-time professionals, along with countless part-time staff and volunteers, work tirelessly throughout the year to maintain and enhance local parks and recreation services.
- Parks and recreation areas are crucial for physical and mental health, youth development, environmental stewardship, and community resilience.
- These programs and spaces often serve as the heart of a community, providing opportunities for play, learning, celebration, and connection.

Ways to Celebrate

Organizations can engage in Park and Recreation Month in various ways:

- Use a customizable [proclamation template](#) created by the NRPA to declare July as Park and Recreation Month in your community.
- Utilize the official theme and hashtag #BuildTogetherPlayTogether on social media to share your stories and events.
- Highlight community narratives that illustrate the positive effects parks and recreation have on people's lives on social media with the hashtag #BuildTogetherPlayTogether.
- Celebrate Park and Recreation Professionals Day on Friday, July 18, 2025, honoring the dedicated individuals behind your programs.

Get Involved

Whether you're a city department, nonprofit, school, or local business, you can support Park and Recreation Month by:

- Hosting a community event or open house
- Partnering with local parks for volunteer days
- Sharing educational content about the benefits of parks and recreation
- Promoting outdoor activities and wellness programs

Acknowledgment

This fact sheet was adapted from materials originally developed by the National Recreation and Park Association (NRPA). For more resources and inspiration, visit [nrpa.org/July/](https://www.nrpa.org/July/)¹.

1: National Recreation and Park Association. (2025). Park and Recreation Month. <https://www.nrpa.org/events/july/>

Social Media Materials

Feel free to use these sample messages to spread the word among your friends and followers. Personalize these posts for Park and Recreation Month, and don't hesitate to create additional content that connects with you!

Make sure to tag MoveTogetherKC in your posts as well:

- Facebook: [@Move Together KC](#)
- Instagram: [@movetogetherkc](#)

2025 Official Park and Recreation Month Hashtags:

- #BuildTogetherPlayTogether
- #ParkandRecMonth
- #ParkandRecMonth2025

These hashtags are promoted by the National Recreation and Park Association (NRPA) and are designed to help communities celebrate and share their local parks, events, and recreational activities throughout July

Community & Engagement Hashtags:

- #GetOutside
- #LoveYourParks
- #GreenSpaces
- #HealthyCommunities
- #PlayEveryDay
- #OutdoorFun
- #CommunityWellness
- #ThriveOutside
- #HealthyParksHealthyPeople

Weekly Topic Suggestions:

Week 1: "Get Outside & Play!"

Theme Focus: Promote Outdoor Recreation and Physical Activity

- Post: Celebrate Parks and Recreation Month in July! Start by enjoying the great outdoors at your favorite park. Whether it's playing tag, tossing a frisbee, or taking a nature walk—there's something enjoyable for everyone!
-

Week 2: "Wellness in the Wild"

Theme Focus: Highlight the mental and physical health benefits of parks.

- Post: Parks are more than just green spaces—they're wellness spaces! Share your favorite way to relax in the park: a walk, a book, or just soaking up the sun.
- Post: Did you know that just a few minutes in nature can boost your mood and reduce stress? Take a walk, sit under a tree, or simply breathe in the fresh air—your mind and body will thank you. How do you recharge outdoors? Share your favorite nature spot with us!

Weekly Topic Suggestions (Continued):

Week 3: "Nature & Sustainability"

Theme Focus: Embrace Environmental Stewardship and Green Spaces

- Post: Did you spot a butterfly or a bird on your walk today? Parks are home to amazing wildlife. Share your nature photos with us using
- Post: This week, let's show some love to our planet! Grab a bag, some gloves, and take a few minutes to clean up your favorite outdoor space—whether it's your neighborhood, a trail, or a local green spot. Every little bit helps keep our environment beautiful and thriving.

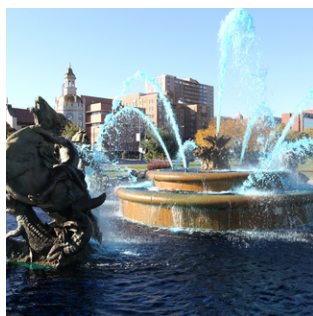
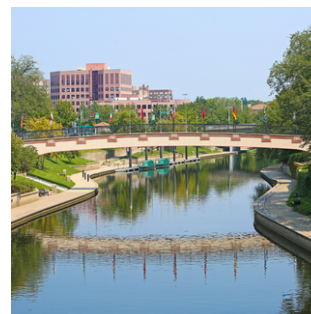
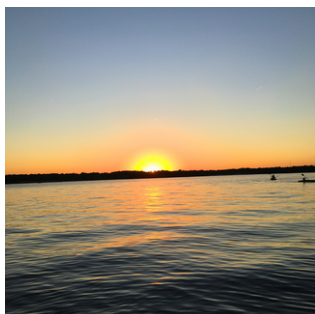
Week 4: "Community Connections"

Theme Focus: Showcase how parks bring people together.

- Post: Parks foster connections in wonderful ways—through shared spaces, spontaneous gatherings, and everyday interactions. Whether it's enjoying a stroll with a friend, having a family picnic, or exchanging smiles with a passerby, parks play a vital role in creating stronger, more interconnected communities. What's your favorite memory made in a park?
- Post: Behind every well-maintained trail, vibrant garden, and inviting space are the dedicated individuals who care for it. From maintenance teams to generous volunteers, these everyday heroes contribute to the beauty of our public areas. Take a moment to express your appreciation for those who keep our communal spaces lovely!

Download Stock Images:

Click [here](#) to access a collection of stock images that you can use for your own social media posts and promotional materials.



MoveTogetherKC Social Media Images:

Click [here](#) to get MoveTogetherKC graphics that you can use on social media to promote Parks and Recreation Month.



Important Dates and Local Events

Please encourage your audiences and the wider community to join in the celebrations and take part in local events.

Important Dates to Remember:

- Whole Month of July 2025: Nationwide celebrations, events, and community activities will be held.
- Friday, July 18, 2025: Park and Recreation Professionals Day — a dedicated day to recognize the invaluable contributions of park and recreation professionals.

Local Events:

- Saturday, July 5th, 2025: Hike with a naturalist to celebrate Parks and Recreation Month! This event is open to the public and free of charge. The guided walk will primarily take place on the upper Fox Hollow Trail, which is mostly rocky and accessible for most participants. Learn more: <https://kcparks.org/event/hike-with-a-naturalist-2/2025-07-05/>
- Saturday, July 12th, 2025: Volunteer to help maintain native gardens and learn about local flora at the Lakeside Nature Center this Parks and Recreation Month. Join fellow nature enthusiasts and community members in this rewarding experience that combines hands-on work with educational insights. Volunteers will have the opportunity to engage in planting, weeding, and general maintenance to support the preservation of native species. Learn more: <https://kcparks.org/event/garden-work-days-8/>
- Saturday, July 12th, 2025: Celebrate Park and Recreation Month at Kansas City Parks and Recreation Recreation Day! This exciting field day invites everyone to come together for a day of outdoor fun, offering a wide range of activities that promote friendly competition and teamwork. It's a wonderful chance to bask in the summer sun, meet new friends, and foster community spirit. Whether you're actively participating or cheering for others, Recreation Day guarantees a memorable experience for individuals of all ages! Learn more: <https://kcparks.org/event/recreation-day/>
- Saturday, July 12th – Mildale Farm Community Day. Explore the 22-acre rental property in southwest Johnson County, part of Big Bull Creek Park, accessible only a couple times a year for special events like this one. Learn more: <https://www.jcprd.com/183/Mildale-Farm-Community-Day>
- Sunday, July 20th, 2025: Kansas City's Lawn Party celebrates National Parks and Recreation Month with an evening filled with live music, food trucks, art activities, and lawn games that will extend from the Nelson-Atkins Museum of Art to Brush Creek! Bring your own picnic or enjoy a meal from one of the on-site food trucks! Learn more: <https://kcparks.org/event/kansas-citys-lawnparty/>

Media Outreach Guidelines for Park and Recreation Month

The following are general guidelines for conducting media outreach during Park and Recreation Month in July, whether you are hosting your own event or supporting and highlighting the efforts of others in your community.

If you are hosting a special event or offering programs throughout July, you can announce your involvement by customizing the media advisory and press release templates. Distribute these materials to appropriate reporters, bloggers, and broadcast media in your local area to generate awareness and engagement.

If you are not hosting an event, you can still participate by amplifying the work of others. Consider highlighting local park and recreation initiatives, sharing stories of community impact, or promoting events hosted by partner organizations. Use your communication channels—such as newsletters, social media, or local media contacts—to spotlight these efforts and show your support for Park and Recreation Month.

1. Get Ready (May)

- **Find Your Contacts:** Look up local TV, radio, newspapers, and online outlets. Search for reporters who cover community events or outdoor topics.
- **Check Social Media:** Identify local bloggers or influencers who might help promote your event.

2. Prepare Your Message (June)

- **Create Your Materials:** Draft a media advisory (a short event summary) and a press release (a more detailed announcement).
- **Use Key Messages:** Highlight why Park and Recreation Month matters and what makes your event special.
- **Include Event Details:** Who, what, when, where, and how to attend. Mention if registration or payment is needed.

3. Share the News (Late June/Early July)

- **Send Your Press Release:** Email it to your media list 3–5 days before your event. Include a catchy subject line.
- **Follow Up:** Call or email reporters to see if they're interested. Be ready to explain why your event is worth covering.
- **Ask for Coverage:** See if they can send a photographer or reporter.

4. After the Event (July)

- **Send a Follow-Up:** Share a post-event press release with photos or video. This helps generate more coverage and keeps your event in the spotlight.

LOGO/ LETTERHEAD

**MEDIA ALERT
FOR IMMEDIATE RELEASE**

Media Contact
[Contact Name]
[Agency Name]
[Phone]
[Email]

Celebrate Parks and Recreation Month This July with [Organization Name]
[City, State] — [Date] — [Organization Name] is thrilled to invite residents of [City/Community Name] to celebrate Parks and Recreation Month this July! This annual celebration recognizes the vital role that parks, green spaces, and recreational programs play in enhancing the quality of life for all members of the community.

Throughout the month, we'll be hosting a variety of free, family-friendly events and activities designed to promote health, wellness, environmental stewardship, and community connection.

WHO / WHAT:

- [Name of major public officials or celebrities participating]

WHEN:

- [Date/Time]
- [Be sure to mention individual start times for notable speakers/happenings.]

WHERE:

- [Location/Address - Provide parking information, if relevant.]

Activities will include [Insert Activities], and community members are encouraged to participate and share their stories on social media using #[CustomHashtag].

Use the press release template below to share your role in National Parks and Recreation Month as a supporter of MoveTogetherKC. Let's help spread the word about all the amazing activities happening around the Kansas City Metro area. PLEASE NOTE: placeholders are included in the text below for you to update with information about your organization prior to sending to media outlets or sharing on your blog.

FOR IMMEDIATE RELEASE

[DATE]

[Organization Name] Celebrates National Parks and Recreation Month with MoveTogetherKC: Encouraging Physical Activity and Fostering Community Connection

Kansas City, MO – July is Parks and Recreation Month, and Kansas City is celebrating by highlighting the vital role parks, trails, and recreational programs play in building a healthier, more connected community. This month offers a unique opportunity to explore the city's green spaces, engage in outdoor activities, and embrace the physical and mental health benefits of spending time in nature.

From scenic walking trails and vibrant playgrounds to fitness classes and community events, Kansas City's parks system provides countless ways for residents to stay active, reduce stress, and foster a sense of belonging. Parks are more than just open spaces—they are essential to our well-being and quality of life.

[Organization Name], a community organization dedicated to [brief description of organization's mission and focus], is proud to participate in Parks and Recreation Month. We invite everyone to join us in celebrating the power of parks and recreation to transform lives and strengthen neighborhoods.

Throughout July, a variety of events and activities will be held across the city, including:

- Saturday, July 5 – Hike with a Naturalist at Fox Hollow Trail. Explore nature on a guided walk and learn about local wildlife.
- Saturday, July 12 – Volunteer Day at Lakeside Nature Center. Help maintain native gardens and discover local flora.
- Saturday, July 12th - Mildale Farm Community Day. Explore the 22-acre rental property in southwest Johnson County, part of Big Bull Creek Park, accessible only a couple times a year for special events like this one.
- Saturday, July 12 – Recreation Day! Enjoy outdoor games, activities, and community fun at this field day celebration.
- Sunday, July 20 – Kansas City's Lawn Party at the Nelson-Atkins Museum of Art. Live music, food trucks, art, and lawn games for all ages! Learn more

Let's come together to celebrate the spaces that bring us joy, movement, and connection. Whether you're discovering a new trail, joining a group activity, or simply enjoying a picnic with loved ones, there's something for everyone this Parks and Recreation Month.

About Move Together KC

#MoveTogetherKC is a campaign to inspire and promote a culture of physical movement for every body in the Kansas City region. Powered by The Kansas City Physical Activity Plan and supported by a diverse coalition of community organizations, Move Together KC seeks to create a culture of physical movement that is inclusive and accessible to all. Learn more at kcphysicalactivityplan.org or on social media @MoveTogetherKC.

Children's Mercy Hospital's Kansas City Healthy Lifestyles Collaborative is supported in their coordination of the KCPA Plan by the William T. Kemper Charitable Trust, UMB Bank, N.A., previously supported by Enid and Crosby Kemper Foundation, UMB Bank, N.A., and the Health Resources and Services Administration.

Media Contacts:

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