



February 16, 2017

Dear Fellow Outdoor Enthusiast:

On behalf of the Pennsylvania Parks and Forests Foundation I would like to take a few minutes to introduce our organization to you and to share with you a new publication that we created.

Established in 1999 as an independent 501(c)(3) organization, we work closely with all 121 state parks and 20 forest districts across the commonwealth. PPF's mission is to promote and support the natural and cultural resources of Pennsylvania's state parks and forests through leadership in recreation, education, conservation, and volunteerism.

Currently, there are 39 state park and forest friends groups, or chapters, functioning under our nonprofit umbrella. These chapters are geographically dispersed across the commonwealth. These local, public-private partnerships build bridges between the community and the people's neighboring state parks and forests, **take on tasks and projects that would not otherwise be accomplished**, and engage the public in active recreation and the opportunity to contribute to the places they know are important.

In addition to our support of volunteer friends groups, we strive to improve the park and forest visitor experience through inclusive recreation, events, habitat protection, promotion of parks and forests as tools for improving human health, volunteer experiences and opportunities, **improvements and expansion of parks and forests infrastructure**, and by being a voice for parks and forests.

As you may know, Pennsylvania is blessed with an award-winning park and forest system, which attracts tens of millions of visitors annually. These economic engines serve not only to support local communities and the state through tax revenue, they improve human health and make Pennsylvania an attractive place to live and work. Enclosed please find an infographic we recently developed that outlines the value to the state of open space and public lands in terms of real dollars and cost savings.

Ours is a natural partnership! While you sell recreational vehicles, we work to ensure that there are places and activities to encourage people to use those vehicles. We are still gathering data for 2016, but in 2015 our friends groups hosted more than 130 events, bringing nearly 100,000 people out to our state parks and forests, often expanding the camping seasons with fun events in fall. We and our Friends made improvements in parks and forests—building bridges; improving accessibility; rehabilitating and even constructing amphitheaters; creating, maintaining, and installing signage on trails for a diverse and growing cadre of users; supporting fun educational programs; building and placing picnic tables and park benches—that make a visit more enjoyable to campers of all ages and interests.

Supporting our work can help you raise your company's visibility with the very people so eager to take one of your vehicles out for an adventure. As you will see in the attached sponsor flyer, we have a large social media reach along with access to the millions of people who visit Pennsylvania's state parks and forests. There is something for almost any budget—from sponsoring a page in our newsletter to becoming a sponsor of our annual banquet celebration to recognize the efforts of the volunteers and staff who make our parks and forests so special.



Additionally, we'd like to offer you an opportunity to connect your customers to their state parks and forests through a six-month free membership in the Foundation. Offer the membership as a perk to customers when they purchase a new or used RV or camper. As members, your customers will receive weekly updates of activities happening in the parks and forests, camp cooking ideas, tips on events and programs, and news. They will be subscribed to our newsletter, *Penn's Stewards*, and will receive a special edition sticker created just for our special RV members! If you are interested, complete the enclosed form and we will send you membership materials,

a URL where your customers can download our free cookbook, and information about our *Pennsylvania State Parks and State Forests Passport* filled with a special highlight of each park and forest, challenges, and special categories for organizing visits.

Pennsylvanians are passionate about their award winning state parks and forests, and rightly so. These economic engines attract tourists and build memories for millions of residents and visitors alike. We capture the excitement of our state lands in our annual photo contest, which is on exhibit during the month of February in the East Wing Rotunda at the Capitol. It will then hit the road to travel the state in celebration of these great lands.

In closing, if you have any questions about the importance of our state lands, feel free to reach out—we'd love to have a dialogue with you. We look forward to working with you in conserving our public lands for today and future generations.

Sincerely,

Marci

Marci J. Mowery
President

A SPECIAL NOTE FROM A SPECIAL RV OWNER

One of the reasons that I am a PPF Board Member is that my family are RVers. We put a high value on the quality of our Parks and Forests. The Parks and Forests have always been our favorite recreation places, but since we bought our first travel trailer - we are on our third now - we have become devoted fans of the State Park campgrounds. They offer a true outdoor camping experience, with the comforts of our travel trailer plus walking proximity to trails, lakes, historic sites, and wild places. You'll see the State Park campgrounds are full of RVs on most weekends from Spring through Fall. An investment in our State Parks and Forests is an investment in a vibrant RV industry, RV customer loyalty and Pennsylvania families.

George Asimas