

NATIONAL PARKS FAMILY DAY

"Bringing the national parks to the people."

QUICK FACTS

EVENT DETAILS

- Saturday, June 6, 2009
- 11:00 a.m. - 4:00 p.m.
- The entrance of Storyland/Playland in Roeding Park in Fresno, CA

HISTORY:

- In a collaborative effort, the Central California Hispanic Chamber of Commerce (CCHCC) teamed up with The National Parks Conservation Association to create National Parks Family Day in 2004 as a way to educate residents about local national parks. National Parks Family Day is an annual community program of the Central California Hispanic Chamber of Commerce.
- Family Day is a free event that "brings the national parks to the people."

NPFD MISSION

- To educate the neighboring communities of Yosemite, Sequoia and Kings Canyon National Parks about the National Park System by exposing families, specifically the growing Hispanic communities, to all the opportunities the national parks have to offer.

EVENT ACTIVITIES

- Rangers from Yosemite, Sequoia and Kings Canyon National Parks will give informative presentations about the wonders of National Parks including:
 - Wildlife and Nature
 - National and Cultural history
 - As well as provide hands-on activities
- Live entertainment from dance and other performance groups
- Educational presentation provided by The Discovery Center (*a partner of Yosemite National Park*)

LOCAL STATISTICS

- A 2002 visitor survey conducted at Sequoia and Kings Canyon National Parks revealed only 10% of park visitors are of Hispanic descent.
- A 2005 visitor survey conducted in Yosemite National Park shows the Hispanic visitor rate declining to 8%.
- In 2004 the Fresno County Hispanic population is 46.3%

NPFD PARTNERSHIP

- Central California Hispanic Chamber of Commerce; National Parks Conservation Association; Yosemite, Sequoia and Kings Canyon National Parks; Delaware North Companies, Inc.; and Yosemite Association.

FOR MORE INFORMATION:

- **Exhibitor Booths:** Central California Hispanic Chamber of Commerce - (559) 495-4817 or www.cchcc.net
- **General Information:** National Parks Conservation Association - (559) 229-9343
- **Website:** www.npca.org/familyday.



National Parks Conservation Association®
Protecting Our National Parks for Future Generations®

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FACT SHEET

National Parks Family Day was created in 2004 by the Central California Hispanic Chamber of Commerce in partnership with the National Parks Conservation Association (NPCA). The event, held annually in Fresno, California, aims to expose the local community, specifically the growing Hispanic community within Fresno County, to the National Park System.

In a county where the Hispanic population is nearly 50%, only 8% of the visitor rate at nearby Yosemite National Park is of Hispanic decent. National Parks Family Day is a innovative way to teach children in the Hispanic community about the National Park System --most of whom have not heard of nor seen Yosemite, Sequoia or Kings Canyon National Parks, despite the close proximity to where they live.

National Parks Family Day is a day of educational activities and entertainment designed to create awareness and interest in our national parks. National park rangers from the local national parks, which include Yosemite, Sequoia and Kings Canyon National Parks, give presentations on national park issues such as clean air and wildlife. Scheduled between the many park ranger talks are cultural performances by dance, music, and drama groups.

Additionally, the NPCA and other nonprofit organizations ranging from environmental to children's recreation groups host informational displays and offer park and outdoor information for families who attend the event.

With the help of surrounding national park units (Yosemite, Sequoia, and Kings Canyon National Parks), the first National Parks Family Day was held at Woodward Park, a city park in Fresno, in July of 2004. More than 200 people were in attendance. The 2005 event built on that success, adding new partners and increasing attendance by the community to nearly 1,500. That number increased to 3,800 in 2006 and 4,000 in 2007. Last year we had a record-breaking attendance of over 4,600 participants!

This year, with a five-organization partnership (Central California Hispanic Chamber of Commerce; National Parks Conservation Association; National Park Service; Yosemite Association; and Delaware North Companies, Inc.) and multiple sponsors, National Parks Family Day is expected to draw a crowd of more than 5,000 people.

The Central California Hispanic Chamber of Commerce is the largest and oldest Hispanic Business organization in the Central San Joaquin Valley. It was established in 1983 and currently has 670 members. The CCHCC believes that our National Parks are critical to the economic and cultural well being of all Central California residents. Educating the general public about their significance is important.

The National Parks Conservation Association is America's only private, nonprofit membership organization dedicated to protecting and enhancing the National Park System for present and future generations. Established in 1919 by Stephen Tyng Mather, the first director of National Park Service, NPCA was founded to give the American public an active role and voice in protecting America's national treasures. In 89 years, NPCA has grown to represent 340,000 members (over 42,000 of whom reside in California) through our Washington, DC headquarters and 22 regional and field offices throughout the country



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