



County of Los Angeles Department of Parks and Recreation Receives CPRS Award for Public Information Campaign *Play for Life!*

The County of Los Angeles Department of Parks and Recreation recently received the *Award of Excellence in the Agency Showcase – Marketing Campaign* category from the California Parks and Recreation Society (CPRS), a statewide organization that recognizes outstanding contributions to CPRS and the parks, recreation, and/or human services profession. Los Angeles County Department of Parks and Recreation Chief Deputy Director John Wicker and Special Assistant Kaye Michelson traveled to Santa Clara for the yearly CPRS Installation and Awards Banquet, where they accepted the award for the Department.

The *Play for Life!* Campaign was created in-house by the Public Information Office of the County of Los Angeles Department of Parks and Recreation. The campaign utilizes broadcast, print, outdoor and electronic media to encourage youth, teens, families, seniors and everyone in between to be active, be healthy and to do it at one of the many Los Angeles County Parks facilities. Los Angeles County residents see and hear catchy phrases with double meanings, which have distinct, collaborative messages. *Make a Splash!* tells people to make a splash, and what better way to do so than at one of Los Angeles County's public swimming pools. *Stop and Smell the Flowers!* encourages the public to nurture their wellbeing by slowing down and – literally – smelling the flowers at one of Los Angeles County's Arboreta and Botanic Gardens. *Go Fore It!* is a play on words, encouraging everyone to go for health, go for fitness and go for a round of golf at one of Los Angeles County's 19 golf courses, comprising one of the largest municipal golf course systems in the Country. These phrases are just a few of the messages of the *Play for Life!* campaign.

Although referring to different aspects of the County of Los Angeles Parks and Recreation's abundant facilities, the *Play for Life!* campaign's core message is to be healthy, to reduce stress, to live well and to *Play for Life!* in whatever way that means to the individual person. Just as important, the campaign highlights beautiful parks and facilities within Los Angeles County, and shows that everything one needs to do to *Play for Life!*, can be done in the County of Los Angeles public parks and facilities.

The success of this inaugural year of the *Play for Life!* campaign led to a generous \$135,000 grant from the County of Los Angeles Quality and Productivity Commission to expand the campaign to Phase II in 2009. *Play for Life!* Phase II was recently launched at a Los Angeles County Board of Supervisor's meeting and will feature community spokespeople who frequent the many County of Los Angeles local and regional parks,

golf courses, swimming pools, lakes, natural areas, cultural venues, arboreta and botanic gardens and hiking and equestrian trails. These spokespeople have personally experienced how important parks are to the community and how they help people stay active, reduce stress and be healthy. The spokespeople will help encourage other members of the community to do the same, by taking part in the many fun and healthy, low-cost or free activities and programs available to them. This next phase, proudly sponsored by the County of Los Angeles Quality and Productivity Commission, will also expand community outreach in collaboration with other County Departments by utilizing promotional materials throughout the County of Los Angeles including distribution of bookmarks to libraries, parks and schools; placing posters at parks, libraries and healthcare facilities, distributing colorful buttons each month of the campaign year and hanging very visible street light-pole pennants in all five Los Angeles County Supervisorial Districts.

To view a list of all of the Parks and Recreation facilities offered by Los Angeles County, go to www.lacountyparks.org