



Join the *America Is Your Park* Campaign This Summer!

Vote for Your Favorite Park from May 23 – July 15

About *America Is Your Park*

- Coca-Cola is calling everyone out to the park this summer to vote in the **third-annual *America Is Your Park* campaign**. Parks are the anchors of our communities, providing places for friends, families and neighbors to be active and enjoy the outdoors together. Last year, park supporters cast more than 13 million votes for their favorite park to win money for improvements.
- The park with the most votes will **win a \$100,000 recreation grant from the Coca-Cola Live Positively initiative** and the coveted title of “America’s Favorite Park.”
 - What’s even better is more than one park will win! Second- and third-place parks will receive \$50,000 and \$25,000 grants, respectively.
 - And one lucky park will be chosen, at random, from the remaining top 25 spots on the leader board to win a \$15,000 grant.
- With just the click of a button, **people can vote for their favorite park** at LivePositively.com/parks. On the site, park enthusiasts can learn how to earn more votes by “checking in” from the park and download voting tools to help rally their communities.
- **Any park, big or small, can win!** Last year, Oak Park in the small town of Minot, ND, captured the title of “America’s Favorite Park” and the \$100,000 recreation grant. The community united to vote for Oak Park, which was completely destroyed last year in a historic flood that damaged much of Minot. The grant helped with the park’s restoration, so families have a place to play together again.
- For more than 40 years, Coca-Cola has supported efforts to maintain and rebuild parks across the nation. Whether it’s buying new recreation equipment or enhancing activity areas, grants awarded through this family-friendly competition will help **improve spaces where people go to play**.

- The *America Is Your Park* campaign was developed in collaboration with the National Park Foundation, America's State Parks and the National Recreation and Park Association.

How to Cast Your Vote

- Park goers can vote for their favorite national, state or local park from **May 23 at midnight ET until 11:59 p.m. ET on July 15, 2012.**
- **Park supporters can vote for their favorite park by:**
 - Going online (via computer or smartphone) to LivePositively.com/parks (1 vote each)
 - “Checking in” from the park (100 votes each) – Details on the site

How to Get Involved

- Starting a grassroots movement around your favorite park is simple! Just a few **small actions can make a big difference** in helping your park win the “America’s Favorite Park” title. You can organize events in the park, encourage family and friends to vote or engage local dignitaries and celebrities around the cause.
- **Materials to help you campaign for your favorite park** can be found on LivePositively.com/parks, including:
 - Sample Facebook and Twitter posts
 - Tips for hosting voting events in your local park
 - Customizable flyer for rallying your community behind the park

***America Is Your Park* 2011 Winners**

- Oak Park in Minot, ND, took home the title and \$100,000 recreation grant last year. Soudan Underground Mine State Park in Soudan, MN, and Cunningham Park in Joplin, MO, came in second- and third-place, taking home \$50,000 and \$25,000 grants, respectively.

About Live Positively

- For more than 125 years, Coca-Cola has been committed to making a positive difference in the communities we serve. Supporting meaningful organizations and programs like *America Is Your Park* is part of our “Live Positively” philosophy. Visit LivePositively.com to learn more.