

Press Release

Source: Government Solutions Group

## State Parks: America's Backyard

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### **Unique Marketing Program Offers Major Companies a Way to Effectively Target the "Active Lifestyle" and "Green Consumers" While Giving Back to Our Nation's State Parks**

With consumers looking for ways to stay close to home and vacation on a tight budget, park visitation is doing better than ever. State parks across the nation had more than 730 million visits last year, up from the previous 725 million in 2007, and that number continues to steadily rise.

20% FOR PARKS: A New Marketing Paradigm, 20% FOR PARKS, offers companies an opportunity to do well by doing good, and at the same time receive tangible marketing benefits. The program was established five years ago by CEO Shari Boyer and her Pasadena-based company Government Solutions Group. This relatively new, but extremely influential, company has contracts with 11 State Government agencies that manage state parklands, and provides them with a branded park visitor informational piece, free of charge, called the Park Visitor Welcome Kit. In return, states provide exclusive hand-distribution of the Park Visitor Welcome Kit to park visitors at park entrance gates, and exclusive rights to place relevant advertising within the piece. GSG then sells the advertising elements to Corporate America. At the end of each year, 20% of the profits from the advertising are donated back to the parks by GSG. To date, over \$3 million dollars in cash and in-kind has been donated to state parks through the program.

High-profile national companies such as Coca Cola, Canon, Toyota, Odwalla, Geico, Nestlé, American Express, and Travelocity have already participated, demonstrating that it's an extremely effective marketing tool and a great way to reach active lifestyle, environmentally conscious consumers.

"The companies we work with have all greatly benefited from our unique marketing programs and advertising in the Park Visitor Welcome Kit," said Government Solutions Group CEO Shari Boyer. "We provide a way for companies and state parks to come together in a true marketing partnership that ultimately benefits everyone," she said.

#### About Government Solutions Group

Government Solutions Group is a Pasadena, CA-based marketing company with over 30 years of collective marketing experience. GSG provides unique, targeted marketing and advertising programs to advertiser partners and corporate marketers.

For more information, please visit: [www.20forparks.com](http://www.20forparks.com) and [www.govsolgroup.com](http://www.govsolgroup.com)