

20% For Parks 2010 Marketing Program Launches to Help Bolster State Park Budgets

Odwalla, Coca-Cola, DirecTV, DASANI, Sports Authority, General Mills, GEICO and Other Brands Support State Park Guides and Environmental Cause Marketing Programs Developed by Government Solutions Group

PASADENA, Calif.--(BUSINESS WIRE)-- Environmentally conscious companies will again help bolster cash-strapped state park [budgets](#) so Americans can continue to enjoy one of their favorite places to recreate – state parks. Advertisers that participate in the 20% For Parks (www.20forparks.com) program engage with active-lifestyle consumers who are committed to the environment. The program consists of a sponsored visitor guide called the Park Visitor Welcome Kit® and an opportunity to develop a brand-specific environmental program in state parks.

Starting in early June, more than six million Park Visitor Welcome Kits® will be distributed, making it one of the largest outdoor recreational publications. State parks receive a 20 percent cut of the Park Visitor Welcome Kits' profits, and the Kits are an important visitor communication resource to under-funded state park agencies.

Close to a dozen corporations sponsor the visitor guides. Large commitments from Odwalla®, DASANI®, Coca-Cola® and DirecTV® take it one step further with corporate environmental programs to raise resources for parks, including:

- Odwalla's 2010 Plant a Tree Program grows beyond the previous two years with a \$200,000 donation to plant trees in all 50 state parks. The program runs from May 25 through August 15, 2010, during which time consumers can visit www.odwalla.com/plantatree to select which state receives trees.
- The Coca-Cola Bottling Company of Southern California teamed up with Stater Bros. Markets with the goal to raise \$600,000 for beach clean up, recycling and dune restoration at Southern California state park beaches this summer through its Care For Our Coast campaign. www.careforourcoast.com.
- DirecTV will donate \$50 to state parks each time a new customer signs up for service between May 31, 2010, and March 31, 2011. www.parkvisitor.com/dtv
- DASANI contributed \$70,000 for recycling efforts in five western states, through retail programs and an online consumer challenge to share environmental tips. <http://dasani.com/30ways/>
- Collective Wellbeing will donate \$1 to state parks for every \$20 of product purchased online through January 15, 2011.
- In Massachusetts, Cascadian Farm® and LÄRABAR support the Heart Healthy Trails initiative with a donation of \$20,000 to restore trails. The company also will provide 700,000 healthy snacks to park visitors and support events on National Trails Day, June 5, 2010, at state parks in the Bay state.

Corporate Commitments Increasing

Previous years show that programs that support State park initiatives really resonate with the park visitor consumer. The overwhelming response to Odwalla's Plant-a-Tree program was the catalyst for tripling the size of the program with Government Solutions Group (GSG) since its inception in 2008. The Coca-Cola Bottling Company of Southern California built on the success of its 2009 [Reforest California](#) campaign that raised more than \$600,000 to plant one million trees in wildfire scarred state parks in Southern California and, this year, kicked-off [Care For Our Coast](#) to support state beaches, which is on track to raise similar funds.

"State parks are essentially America's back yard and that represents a vast audience," says Shari Boyer, CEO of [Government Solutions Group](#) (GSG), the agency behind the programs that match private businesses with state parks nationwide. "With state park budgets in such upheaval, consumers like to see companies that step in to support our natural resources, and make their buying decisions based on that."

Overall, 20% For Parks raised more than \$5 million for state parks in the last five years and 2010 programs are expected to raise another \$1 million.

The Park Visitor Welcome Kit has hand-to-hand distribution to park visitors by park rangers at the entrance gate. The Kit, which features content from published authors, professional cartographers, journalists, wellness experts and photo tips from National Geographic Traveler is a high-quality print piece that consumers keep long after they've left the park. It is printed on recycled, Forest Stewardship Council-certified [paper](#).

About GSG

Government Solutions Group (GSG) is one of the country's leading marketing companies targeting the active lifestyle, environmentally conscious consumer. Through its exclusive consumer touchpoints, GSG reaches over 730 million active lifestyle State park visits each year, more than any other marketing opportunity in the U.S. The company facilitates marketing partnerships between state parks and corporate America with clients that include: Odwalla, Coca-Cola, Dasani, General Mills, Nestlé, Subaru, GEICO, Sport's Authority and others. The company is based in Pasadena, California