



# JEFFERSON NATIONAL PARKS ASSOCIATION

NEWS RELEASE

For More Information Contact:  
Kimberlee Riley, Director of Programs  
314-678-1511 RILEY@JNPA.COM

**Jefferson National Parks Association hosts ParkPalooza Photo Contests on Flickr™**  
*Photo Contests offer prizes and opportunities to share benefits of public lands*

ST. LOUIS (September 18, 2008) – Two Photo Contests will be hosted by Jefferson National Parks Association (JNPA) to enhance awareness of the benefits of public lands and provide support to ParkPalooza, a new inter-active event at the Gateway Arch.

ParkPalooza will introduce visitors to the grounds of the Gateway Arch on September 27 and 28, from 10 – 4, to the fun, recreational and educational opportunities that exist in parks across the United States. The Photo Contests will allow event participants as well as visitors to parks after the event to share their experiences through photography. Jefferson National Parks Association has created a ParkPalooza group at [www.flickr.com/groups/parkpalooza/](http://www.flickr.com/groups/parkpalooza/) for the photo contest submissions.

“The ParkPalooza Group on flickr.com is another way for people to interact with their parks and others as it will allow those enjoying special park experiences to share them,” said David Grove, Chief executive officer of JNPA. “We hope the Photo Contests will encourage people to get out and enjoy new park experiences and to share those stories.”

The ParkPalooza Photo Contest will launch on September 27 and submissions can be made through October 14. This contest will feature photos of those experiencing the event on the Gateway Arch grounds. Another contest, Experience Your Parks, will be launched on November 1, 2008 and submissions will be accepted through August 31, 2009. The Experience Your Parks Photo Contest will feature photos of fun, recreational, educational and inspirational park experiences at any park across the country. Contest prizes include Kodak Easyshare digital cameras, gear for park visits, park focused products and more. Additionally overall contest winners and monthly winners will be featured in an exhibit at ParkPalooza on the Gateway Arch grounds in 2009 and also on a Photo Gallery at [jnpa.com](http://jnpa.com).

The flickr.com ParkPalooza group is a public group which can be viewed by anyone. The contests will be “People’s Choice” encouraging flickr users to participate as judges. JNPA’s ParkPalooza group is online at [www.flickr.com/groups/parkpalooza/](http://www.flickr.com/groups/parkpalooza/).

ParkPalooza is a certified National Park Service Centennial event. The idea for the program stems from the National Park Service Centennial Initiative of 2006. That initiative set forth guidelines to prepare the national park system for its next century of excellence in conservation, preservation and enjoyment. For more information, visit [www.groups.parkpalooza.org](http://www.groups.parkpalooza.org) or contact Kimberlee Riley, director of programs and chief operating officer, at [riley@jnpa.com](mailto:riley@jnpa.com) or 314-678-1511.

###