



**National
Park** Foundation™



A TV PUBLIC SERVICE CAMPAIGN

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ABOUT THE NATIONAL PARK FOUNDATION

As the official nonprofit partner of the National Park Service, the National Park Foundation directly impacts what matters most: our treasured national parks. We focus on promoting programs and projects that protect precious landscapes and wilderness, historical sites, and places of cultural significance. We work to keep trails clear through our Active Trails program, partner with collaborators like the White House to get kids outdoors through Open OutDoors for Kids, and most importantly, raise and allocate critical funds to keep our national parks safe. And with the ongoing support of fellow park lovers, we'll continue for years to come.

To learn more visit nationalparks.org.



Learn more about the National Park Foundation

WEBSITE



FACEBOOK



TWITTER



INSTAGRAM



LINKEDIN



YOUTUBE

Dear Public Service Director,

I am reaching out to you today to ask your help in encouraging people everywhere to consider elevating the awareness of the National Park Foundation and the crucial support it provides to the National Park Service.

National parks show us that life can be both beautiful and complex. They are spaces where we can go to escape the stresses of our everyday lives. They also embody the essence of a nation forged by the powerful forces of nature, the chronicles of conflict, a spirit of innovation, and an enduring vision of democracy for all. *For over 50 years, the National Park Foundation has been dedicated to supporting our parks – ensuring that they thrive and inspire wonder for generations to come.*

On behalf of the National Park Foundation, I would like to ask for your help in securing placement for this important and powerful message across your platforms. To share this crucial message and engage with people everywhere, we are entirely reliant on donated media. We would greatly appreciate your help in ensuring our message gets the maximum reach so that we can keep working to preserve and support these national treasures.

We hope that you will help inspire viewers to connect with and protect America's national parks by airing the new "Wonder Calls" PSAs titled "**The Right Place**" (:30, :15) and "**The Call**" (:30, :15). The PSAs encourage people everywhere to discover their own personal connections to national parks and demonstrate the importance of safeguarding America's special places. The PSAs also encourage viewers to visit nationalparks.org for more information. We hope that you will air these important and timely PSAs, which have **no end date for use**, as soon and as often as possible

If you have any questions regarding the PSA, please contact our distribution representative at Connect360 Multimedia, Shaliza Thomas (212-624-9187; sthomas@c360m.com).

Thank you in advance for your support of this public service campaign.

Best regards,



Wade Osborne
Senior Director, Marketing
National Park Foundation

TV PSA SCRIPTS

[Download all PSA Scripts](#)

| "The Right Place" (:30) | |
|---|---|
| 1. Shot of entrance into Yellowstone National Park, switch to shot of water surrounded by greenery. | MUSIC UP AND UNDER NARRATOR V/O: <i>To take it all in.</i> |
| 2. Shot of people in park, switch to shot of going through a tunnel. | NARRATOR V/O: <i>To leave it all behind.</i> |
| 3. Shot of woman looking at mountains. | NARRATOR V/O: <i>To see it for ourselves.</i> |
| 4. Shot of the Gateway Arch, switch to shot of rocks and water. | NARRATOR V/O: <i>To still not believe our eyes.</i> |
| 5. Shot of woman with arms stretched out, switch to shot of animals on a rock. | NARRATOR V/O: <i>To scream with joy.</i> |
| 6. Shot of bison walking, switch to shot of butterflies. | NARRATOR V/O: <i>To be left speechless.</i> |
| 7. Shot of Lincoln Memorial, switch to shot of cannon. | NARRATOR V/O: <i>To reflect.</i> |
| 8. Shot of Martin Luther King, Jr. Memorial, switch to shot of man looking at memorial. | NARRATOR V/O: <i>To reconnect.</i> |
| 9. Shot of women looking out at water, switch to shot of trees | NARRATOR V/O: <i>To pass it on.</i> |

TV PSA SCRIPTS

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| "The Right Place" (:30 continued) | |
|--|---|
| 10. Close-up shot of hand on tree, switch to close-up shot of fish being held in hand, switch to shot of waterfall. | NARRATOR V/O: <i>No matter why we're here,</i> |
| 11. Wide shot of sky, mountains and trees. GRAPHIC: WONDER CALLS National Park Foundation logo Answer the call at nationalparks.org | NARRATOR V/O: <i>we've come to the right place.</i> FADE SOUND AND PICTURE OUT |

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/npf/

No End Date For Use

The Right Place (:30, :15)

The Call (:30, :15)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas: via e-mail at stthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

Internal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: March 7, 2000

Person to Contact:
Bob Edwards 31-04014
Customer Service Representative
Toll Free Telephone Number:
8:00 A.M. to 9:30 P.M. ET
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
52-1086761

National Park Foundation
1101 17th St NW Ste 1102
Washington, DC 20036-4704

Dear Sir or Madam:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in June 1981, granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is not required to file Form 990, Return of Organization Exempt from Income Tax.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

