



**National  
Park** Foundation™



"Trailblazers" :30, :30, :15

**TV PUBLIC SERVICE CAMPAIGN**



"All For Parks" :30



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## ABOUT THE NATIONAL PARK FOUNDATION

The National Park Foundation works to protect wildlife and park lands, preserve history and culture, educate and engage youth, and connect people everywhere to the wonder of parks. We do it in collaboration with the National Park Service, the park partner community, and with the generous support of donors, without whom our work would not be possible.

To learn more visit [nationalparks.org](https://nationalparks.org).



## Learn more about the National Park Foundation

WEBSITE



FACEBOOK



INSTAGRAM



LINKEDIN



YOUTUBE

Dear Public Service Director,

I am reaching out to ask for your help in elevating awareness of the National Park Foundation and encouraging people everywhere to join us in supporting America's 430+ national parks.

National parks show us that life can be both beautiful and complex. They are spaces where all can go to escape the stresses of our everyday lives. They give us hope. They also embody the essence of a place forged by the powerful forces of nature, the chronicles of conflict, and a spirit of innovation. They are our story. Seeing them, experiencing them in person, is awe inspiring. Yes, we support the parks, but what we're really supporting are first impressions, unforgettable moments, and lasting memories.

The National Park Foundation strives to ensure that all people are able to form their own connections to national parks, because they don't just represent our past – they will inspire our future.

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 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.

Thank you for taking the time to view our new PSAs, the first of which is titled "**Trailblazers**" (:30, :30, :15) narrated by actress Diane Lane and the second titled "**All for Parks**" (:30). These PSAs highlight the importance of supporting and protecting our most treasured places—the national parks. We hope that you will consider incorporating these important, timely, and relevant messages into your regular rotation. **The "Trailblazers" PSAs have an end date of February 28, 2027. The "All For Parks" PSA has no end date for use.**

If you have any questions regarding the PSAs, please contact our distribution representative at Connect360 Multimedia, Holly Mulé (212-624-9196; hmule@c360m.com).

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

Best regards,

Dawn Rodney  
Chief External Affairs Officer  
National Park Foundation

## TV PSA SCRIPTS

### "Trailblazers – Learn More" (:30)

#### **MUSIC UP AND UNDER**

**DIANE LANE V/O**: Our national parks didn't just happen. They were imagined by those who saw beyond their time. The trailblazers. The bold. They stood on the edges of canyons, walked through history, and understood that these places need us just as much as we need them. Now it's up to us. Join the National Park Foundation to ensure what's all of ours is here forever.

Learn more at [Nationalparks.org/trailblazers](https://Nationalparks.org/trailblazers)

#### **FADE SOUND AND PICTURE OUT**

### "Trailblazers - Donate" (:30)

#### **MUSIC UP AND UNDER**

**DIANE LANE V/O**: Our national parks didn't just happen. They were imagined by those who saw beyond their time. The trailblazers. The bold. They stood on the edges of canyons, walked through history, and understood that these places need us just as much as we need them. Now it's up to us. Join the National Park Foundation to ensure what's all of ours is here forever.

Donate at [Nationalparks.org/trailblazers](https://Nationalparks.org/trailblazers).

#### **FADE SOUND AND PICTURE OUT**

## TV PSA SCRIPTS

### "Trailblazers - Learn More" (:15)

#### **MUSIC UP AND UNDER**

**DIANE LANE V/O:** Our national parks didn't just happen. They were imagined by those who saw beyond their time. Now it's up to us to forge new trails. The National Park Foundation.

Learn more at [Nationalparks.org/trailblazers](https://Nationalparks.org/trailblazers).

#### **FADE SOUND AND PICTURE OUT**

### "All for Parks" (:30)

#### **MUSIC UP AND UNDER**

Music + Color Graphics

#### **FADE SOUND AND PICTURE OUT**

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/npf/>

**Trailblazers – Learn More (:30, :15)**

**Trailblazers – Donate (:30)**

"Trailblazers" have an end date of February 28, 2027

**All For Parks (:30)**

"All For Parks" has no end date for use

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

**Holly Mulé:** via e-mail at [hmule@c360m.com](mailto:hmule@c360m.com)  
or by phone at (212) 624-9196.

# 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

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

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

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.



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