

NATIONAL RECREATION AND PARK ASSOCIATION

Family Health & Fitness Day

Outreach Toolkit



FAMILY
HEALTH & FITNESS DAY

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Toolkit Purpose

This toolkit is meant to make promoting and celebrating Family Health & Fitness Day – Saturday, June 11, 2022 – in your community a little easier! This toolkit is designed to help you generate positive media coverage and support for your Family Health & Fitness Day activities and ultimately the work of your agency and the benefits you bring to your community.

This kit includes template media materials, such as:

- media alerts for special events,
- press releases for before and after the event,
- fact sheets,
- social media posts for before and after the event,
- web ads,
- sample web and email copy that you can use in your publications, and
- a checklist of activities.

Feel free to customize these materials with localized information, quotes and details that best meet your needs.

When using social media, please make sure you are tagging NRPA in your Facebook, Twitter and Instagram posts and using the #NRPAFamilyFitDay.

Don't forget, we want to see your successes too — send us photos and videos from your Family Health & Fitness Day events or the creative ways you have used the marketing materials so we can amplify your work!

If you have questions or need further assistance, please don't hesitate to contact me:

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We hope this toolkit helps you generate great support for Family Health & Fitness Day!

2022 Family Health & Fitness Day Fact Sheet

- NRPA's Family Health & Fitness Day — celebrated the second Saturday in June each year — promotes the importance of parks and recreation in keeping communities healthy. This year it lands on June 11, 2022.
- Agencies everywhere are encouraged to participate by inviting families to get active and healthy at their local park or recreation center, or by safely hosting an event, such as a health and wellness fair or family fun run/walk, on Saturday, June 11. Members of the healthcare and public health community also are encouraged to participate, even as sponsors.
- Various research studies have confirmed that community parks and recreation, green spaces and time outdoors are critical for creating healthy, active and sustainable communities. As we have witnessed throughout the coronavirus (COVID-19) pandemic, parks and recreation has played a critical role in supporting our mental and physical well-being, and Family Health & Fitness Day is a great opportunity to celebrate this. The key messaging, in the next section, includes research and articles that describe these benefits.
- In addition to celebrating at your local parks and recreation on June 11 with events, you can get involved in Family Health & Fitness Day by:
 - Using this toolkit to promote your health and wellness programs and activities via digital channels and local media
 - Using the social media images and #NRPAFamilyFitDay on your social media channels leading up to and on Saturday, June 11
 - Highlighting the ways your agency helps your community stay healthy on your website, social media channels and promotional materials. Examples could include:
 - **Innovative programming throughout COVID-19**
 - **Mental health benefits of visiting your parks and participating in your programs**
 - **Physical activities and experiences visitors can participate in**
 - **Connections to other essential health service providers in your community**
- Join the conversation on NRPA's [Facebook](#), [Twitter](#) and [Instagram](#) using #NRPAFamilyFitDay.
- For additional information, visit www.nrpa.org/familyfitness.

Research to Share

There is a growing body of evidence that shows how parks and recreation supports health and wellness. Below is a list of messaging and articles that you can pull from to show how beneficial parks and recreation is to your local community — and the many reasons to celebrate it. These can be shared on your social media channels, in-text for to cite statements you use in your communications for Family Health & Fitness Day — or anytime in the future!

- Living close to parks and other recreation infrastructure is consistently related to higher physical activity levels for both adults and youth. Moreover, parks provide a connection to nature, which studies demonstrate relieves stress, tightens interpersonal relationships and improves mental health.
- Parks and recreation and the professionals who make it happen are essential. Here are [five statements with supporting research](#) that showcase the fundamental role of parks and recreation, including how parks and recreation promotes health and wellness.
- As little as 20 minutes a day spent outdoors helps reduce stress. According to a [poll](#) conducted by the National Recreation and Park Association, 58 percent of U.S. adults spend more than 30 minutes a day outside.
- Local park and recreation agencies are uniquely suited to serve as Community Wellness Hubs, connecting all members of the community to programs and services that advance health equity, improve health outcomes and enhance quality of life. [These three videos](#) explore the lasting impact of Community Wellness Hubs, how planning and partnerships support access to health foods and health and wellness services, and how three agencies launched Community Wellness Hubs during the pandemic.
- In a [March 2022 Parks & Recreation magazine article](#), contributors Cheri Ruane, Julia Africa, Chuck Raymond, Gary Hilderbrand and Chris Reed share how parks can serve as critical infrastructure to strengthen public health and safety.
- In a [September 2021 Parks & Recreation magazine article](#), NRPA staff Colleen Pittard, Tiff Cunin and Allison Colman share how parks and recreation is a vital community-based solution to support healthy aging for older adults.
- In a [June 2021 Parks & Recreation magazine article](#), NRPA introduced *Elevating Health Equity Through Parks and Recreation: A Framework for Action*, which is designed to help park and recreation professionals intentionally advance health equity by applying a racial equity lens when designing, implementing and evaluating programs and services, and when developing infrastructure, maintenance and operations plans.

- According to the [June 2021 NRPA Park Pulse](#), 93 percent of U.S. adults say their mental health is improved by services offered by local park and recreation professionals and agencies. The top three mental health opportunities found in parks and recreation include: socializing with friends and family, spending time in nature, and exercising.
- According to the [November 2021 NRPA Park Pulse](#), three in four U.S. adults say it is important that they have access to public walking, hiking or biking trails near their home. The typical park and recreation agency manages or maintains 12 miles of trails, though that number can be well over 100 miles, especially for agencies serving over 250,000 residents.
- Parks and recreation provide youth with opportunities that promote increased physical activity; social interactions and friendships; and skill development, like teamwork and respect, through their sports programs. According to the [March 2021 NRPA Park Pulse](#), 98 percent of U.S. adults agree that it is important to provide youth with equitable access to sports opportunities.
- According to the [2021 NRPA Out-of-School Time \(OST\) Report](#), more than four in five park and recreation agencies offer OST programs. The top benefits of OST programs include childcare for working parents and/or caregivers, offering children a safe place outside of school hours, opportunities to engage in physical activity through play, exercise and sports, social opportunities, and chances to connect youth to peers.
- According to NRPA's [Parks and Recreation: Advancing Community Health and Well-Being](#) report, 9 in 10 park and recreation agencies take specific actions to ensure their health and wellness programs and services promote health equity
- The impact of adverse childhood experiences and trauma on youth mental and behavioral health outcomes is a rising concern in communities across the country. Local park and recreation agencies provide ample opportunities for youth to build positive social connections. Through the [Mentoring in Parks and Rec](#) initiative, NRPA supports agencies in their efforts to build effective and evidence-based mentorship programs that connect youth with caring and compassionate mentors while strengthening connections across their community.
- As providers of, and connection points to, public health services and community conditions that protect and promote health and well-being, parks and recreation plays a vital role in addressing substance use and mental health disorders. [Parks and Recreation: Addressing Substance Use and Mental Health Disorders](#) provides resources to support park and recreation professionals as they address substance use and mental health disorders in their communities.
- This [NRPA-funded research report](#) explores the health equity benefits of parks and their economic impacts, written by Mychal Cohen, Kimberly Burrowes & Peace Gwam of the Urban Institute.

2022 Family Health & Fitness Day Media Outreach – “How To”

The following are general guidelines for conducting media outreach for special events you may be hosting on June 11 for Family Health & Fitness Day.

Leveraging the Press Release

To announce your involvement in Family Health & Fitness Day and what activities will be taking place on June 11, customize the Pre-event **Press Release** template on page 11 and distribute it to appropriate reporters, bloggers and/or broadcast media in your local area.

1. You'll want to send the release out at the end of May or beginning of June to journalists and reporters, and to TV/radio stations approximately two days before an event you want them to attend.
2. Search online for the “**news desk**” emails and/or submission guidelines of your local TV stations and radio stations.
3. Search for the contact information for reporters and publications in your local area that cover topics related to parks, the outdoors and community affairs. Be sure to pitch to only one reporter from each newspaper/print agency. It is a good idea to review the stories the reporter writes to get a feel for what they are most interested in so that you can tailor your outreach to meet their interests. Most reporters prefer email.
4. Search online for bloggers, social media influencers or “fitfluencers” in your area and invite them to your event; these social media journalists are powerful influencers and can virally spread the word about the events you have going on for Family Health & Fitness Day.
5. Once you have your list together, prepare your pitches. Make sure you tailor the pitch for the type of outlet and personalize it as much as possible for the journalist or blogger you are contacting. Keep it brief.
6. Customize the press release template with the appropriate information, as marked with brackets and yellow highlight, EX: **[NAME]**.
7. You can distribute your press release on any newswires you subscribe to or use regularly. This will give you added visibility in newsrooms and with online media.
8. In addition to wire distribution, reach out directly via email to journalists and bloggers. Insert your pitch and paste the text of the press release into the email.
9. Put an engaging tag line or sentence in the “Subject” line of the email to entice reporters.

10. Once you have sent your release, follow up with a phone call to reporters. Be sure to have a short pitch ready, and be prepared to answer questions about why your event or story is a “must see/cover.”

Inviting Press to Your Event with the Media Advisory

If you are hosting a special event on June 11 and would like to invite reporters to cover your event on site:

1. It's a good idea to send Media Advisories to journalists and reporters at least two weeks in advance and to TV/radio stations approximately two days before an event.
2. Search online for the “**news desk**” emails and/or submission guidelines of your local TV stations and radio stations.
3. Search for the contact information for reporters and publications in your local area that cover topics related to parks, the outdoors, and community affairs. Be sure to pitch to only one reporter from each newspaper/print agency. Most reporters prefer email.
4. Consider inviting local bloggers to your event as well or creating a special opportunity for them to come out and get a sneak peek of your Family Health & Fitness Day event. These social media journalists are powerful influencers and can virally spread the word about the events you have going on for Family Health & Fitness Day.
5. Customize the media alert template with the appropriate information, as marked.
6. Write a brief, one-paragraph pitch to the reporter, and attach the Media Advisory as a PDF or Word Document, or paste the text into the email, beginning with “Media Advisory.”
7. Put an engaging tag line or sentence in the “Subject” line of the email to entice reporters.
8. Once you have sent your Media Advisory, follow up with a phone call to reporters you are particularly interested in having attend. Be sure to have a short pitch ready, and be prepared to answer questions about why your event is a “must see.”
9. Consider sending a post-event press release to generate coverage after the event. It is a good idea to send this immediately following the event or the next morning. Often this means drafting most of the release in advance, and adding a few pertinent details afterward. We've included a template for a Post-Event Press Release on page 12 that you can use.

10. Reach back out to the reporters that you previously contacted. If you can, offer footage from the event or high-resolution photos (cell phone photos are great, too!). To learn more about photographing your event/park, check out [this article](#) from the May 2021 issue of *Parks & Recreation* magazine.

Tips and Tactics

- Remember that timeliness is a big factor in press coverage.
- Try to keep the message brief. One page is best — do not exceed two.
- Don't forget to add complete contact information. If a reporter is interested, they may wish to email or call you with questions or requests for clarification.
- Write using short paragraphs and sentences, and in the third person — don't refer to yourself as "I" or "we," except in a direct quote.
- Avoid testimonials or other promotional language. A press release is news; not advertising.
- Don't be discouraged if you do not receive interest, or if a reporter doesn't make it to your event. Reporters receive hundreds of press releases every day and cover news based on many factors (timeliness, the amount of current events taking place/space, editor approval, capacity, etc.). It's never personal.
- If a reporter does email or call with interest, be sure to respond in a very timely manner.

***Let us know if your Family Health & Fitness Day event is covered in the news!
Send links of online coverage to cjones@nrpa.org so we can share it.***

2022 Family Health & Fitness Day Template Media Advisory

[GROUP LOGO/LETTERHEAD]

MEDIA ADVISORY

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Agency Name] to Host Family Health & Fitness Day at [Park/Facility Name]

[Agency Name] joins the National Recreation and Park Association to celebrate and promote health and well-being through the power of parks and recreation on June 11, 2022.

WHO/WHAT: [Name of major public officials, celebrities or local organizations who are participating, as well as the number of people who will be in attendance.]

[List and briefly describe any programs or activities that will take place. Concentrate specifically on the highlights.]

WHEN: [Date/Time]
[Be sure to mention individual start times for notable speakers/happenings.]

WHERE: [Location/Address]
[Provide parking information, if relevant.]

WHY: Celebrated the second Saturday of June each year, Family Health & Fitness Day is an opportunity for local community members to get out and discover all the health benefits provided by their local parks and recreation department. An initiative of the National Recreation and Park Association, [Agency Name] joins parks and recreation departments around the country in showcasing easily accessible, close-to-home health and wellness opportunities on Saturday, June 11, 2022.

For more information about the national event, go to www.nrpa.org/familyfitness or search #NRPAFamilyFitDay on social media.

EDITOR'S NOTE: [Mention any opportunities for interesting visuals and tours. Provide onsite contact information.]

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2022 Family Health & Fitness Day Template Press Release - Before Event

[GROUP LOGO/LETTERHEAD]

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Agency Name] Invites [Town/City] to Celebrate the Health Benefits of Parks and Recreation

[Agency Name] celebrates Family Health & Fitness Day, Saturday, June 11

[CITY, STATE ABRV] – [DATE] – [Agency Name] invites all [Town/City] residents to celebrate Family Health & Fitness Day on Saturday, June 11, and discover we are building a strong, healthy and resilient community through the power of parks and recreation. Organized by the National Recreation and Park Association (NRPA), Family Health & Fitness Day promotes the importance of local parks and recreation in keeping communities healthy.

To celebrate, [Agency Name] encourages everyone to gather with family and friends to get active at [Park/Facility Name]. [Insert Health/Wellness Program Details and/or Event Details]

[Insert quote from director/staff on the importance of parks and recreation in keeping communities active and healthy]

Community members also can participate by doing the following:

- **Take a selfie in one of our parks and tag us on social media, and be sure to use #NRPAFamilyFitDay**
- **Visit our local trails at [location]**
- **Enroll in a fitness program at [location]**
- **Have a healthy family picnic**
- **Play outside wherever you are able to**

Park and recreation departments nationwide offer year-round opportunities for families and individuals to stay active and healthy. In fact, living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. To learn more about the health and wellness opportunities offered at [Park/Facility Name], visit [Insert Website].

Celebrated the second Saturday in June each year, Family Health & Fitness Day is an opportunity for everyone to get out and discover all of the health benefits provided by their local parks and recreation department. To learn more about Family Health & Fitness Day, visit www.nrpa.org/familyfitness.

#

[Agency boilerplate/ "about" information]

About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit www.nrpa.org. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit www.parksandrecreation.org.

2022 Family Health & Fitness Day Template Press Release - After Event

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Town/City] Celebrates the Health Benefits of Parks and Recreation

[Town/City] shows how parks and recreation have helped keep their community healthy

[CITY, STATE ABRV] – [DATE] – [Town/City] residents celebrated Family Health & Fitness Day on Saturday, June 11 by demonstrating how we are building a strong, healthy and resilient community through the power of parks and recreation. Organized by the National Recreation and Park Association (NRPA), Family Health & Fitness Day promotes the importance of local parks and recreation in keeping communities healthy.

To celebrate, [add number of attendees] gathered to get active at [Park/Facility Name]. [Insert Health/Wellness Program Details and/or Event Details]

[Insert quote from director/staff on the importance of parks and recreation in keeping communities active and healthy. We suggest a quote from someone who attended the event, as well!]

Park and recreation departments nationwide offer year-round opportunities for families and individuals to stay active and healthy. In fact, living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. To learn more about the health and wellness opportunities offered at [Park/Facility Name], visit [Insert Website].

Celebrated the second Saturday in June each year, Family Health & Fitness Day is an opportunity for everyone to get out and discover all the health benefits provided by their local parks and recreation department. To learn more about Family Health & Fitness Day, visit www.nrpa.org/familyfitness.

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[Agency boilerplate/ "about" information]

About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit www.nrpa.org. For digital access to NRPA's flagship publication, Parks & Recreation, visit www.parksandrecreation.org.

2022 Family Health & Fitness Day Social Media Materials

Social Covers and Badges

We encourage you to update your social media pages with these images to show your support of Family Health & Fitness Day. You can download the logo and supporting graphics [here](#). You can also use the logo on your website, emails, printed materials and more!



2022 Logo



2022 Celebration Graphic

Sample Social Media Posts

If you have social media platforms such as Facebook, Twitter or Instagram, here are some sample messages to generate awareness among your friends and followers. Customize these posts for **Family Health & Fitness Day on June 11** and feel free to develop some more on your own!

Tag NRPA in your posts, too.

- Facebook: @National Recreation and Park Association
- Twitter: @NRPA_News
- Instagram: @nrpa

Official Family Health & Fitness Day Hashtags

- #NRPAFamilyFitDay

Leading up to the Event:

Sample posts for Facebook

- We're building a healthy [insert town name] by providing access to nature to relieve stress, strengthen interpersonal relationships and improve mental well-being. #NRPAFamilyFitDay
- Have you felt better after visiting a park or participating in our recreational activities? Parks and recreation plays an essential role in keeping [insert city/town/community name] active and healthy, especially throughout COVID-19. Explore all the benefits with [insert agency name] on #NRPAFamilyFitDay, June 11!
- Celebrate Family Health & Fitness Day at [insert facility or park name] on Saturday, June 11! #NRPAFamilyFitDay
- Today, we're celebrating Family Health & Fitness Day! How does parks and recreation improve the health of your family? #NRPAFamilyFitDay [include photo of program or activity]
- This weekend, we're celebrating Family Health & Fitness Day! Discover all the ways we're helping our community stay healthy at [insert park/facility name]! #NRPAFamilyFitDay
- Family Health & Fitness Day encourages families and individuals to visit their local parks and recreation to stay healthy and active. #NRPAFamilyFitDay [include photo of program or activity]
- We want to know — is visiting your local park part of your health routine? Tell us using #NRPAFamilyFitDay. [include photo of program or activity]

Sample posts for Twitter:

- We're building a healthy community! Help us celebrate on June 11 at your local park. #NRPAFamilyFitDay

- Today, we're celebrating @NRPA_News Family Health & Fitness Day! How do you get healthy with parks and rec? #NRPAFamilyFitDay
- Celebrate Family Health & Fitness Day at [insert park or facility name] on June 11! #NRPAFamilyFitDay
- Did you know? Parks and rec has played an essential role in keeping [insert town name] active and healthy, especially during COVID-19. #NRPAFamilyFitDay
- Parks and recreation play a vital role in keeping communities active and healthy. Discover these benefits with @NRPA_News and [insert agency name or Twitter handle]. #NRPAFamilyFitDay
- Is your local park part of your health routine? Share a picture using #NRPAFamilyFitDay. [include photo of program or activity]

Sample posts for Instagram:

- Did you know? Parks and recreation plays an essential role in keeping [insert town name] active and healthy, especially throughout COVID-19. Discover these benefits with [insert agency name]. #NRPAFamilyFitDay
- We're building a healthy [insert town name] by providing access to nature to relieve stress, strengthen interpersonal relationships and improve mental well-being. #NRPAFamilyFitDay
- Today, we're celebrating @nrpa's Family Health & Fitness Day! How has parks and recreation kept you healthy throughout the past year? #NRPAFamilyFitDay
- Celebrate @nrpa's Family Health & Fitness Day at [insert park or facility name] on June 11! #NRPAFamilyFitDay
- Parks and recreation plays an essential role in keeping communities active and healthy. Discover these benefits with @nrpa and [insert agency name or Instagram handle]. #NRPAFamilyFitDay
- Is your local park part of your health routine? Share a picture using #NRPAFamilyFitDay. [include photo of program or activity]

After the event:

Sample posts for Facebook:

- We celebrated #NRPAFamilyFitDay with amazing local families. Here are a few photos from the fun events on Saturday.
- We loved hearing from families how their visits to our parks have kept them healthy in the past few years at our #NRPAFamilyFitDay event on Saturday! [include quote from family who attended]

Sample posts for Twitter:

- We celebrated #NRPAFamilyFitDay with amazing local families. Here are a few photos from the fun events on Saturday.

- We loved hearing from families how their visits to our parks have kept them healthy in the past few years at our #NRPAFamilyFitDay event on Saturday!
[include quote from family who attended]

Sample posts for Instagram:

- We celebrated #NRPAFamilyFitDay with amazing local families. Here are a few photos from the fun events on Saturday.
- We loved hearing from families how their visits to our parks have kept them healthy in the past few years at our #NRPAFamilyFitDay event on Saturday!
[include quote from family who attended]

2022 Family Health & Fitness Day Web and Email Copy

Ensure that your community members can find out all the information they need to know about your Family Health & Fitness Day event by updating your website with the event information. If you already have a template you use for events, use it! If you need some inspiration, feel free to modify and edit the text below.

You can also use the copy below in an email to those who have opted in to any of your email and newsletter lists.

Family Health & Fitness Day – June 11, 2022

Join us in celebrating the numerous health and well-being resources located right here in [town/city/community name] on June 11. We'll be celebrating Family Health & Fitness Day — an initiative of the National Recreation and Park Association (NRPA) — by [list event details, include any prizes or fun activities taking place].

Celebrated the second Saturday of June each year, Family Health & Fitness Day promotes the importance of parks and recreation in keeping communities active and healthy. Many communities host special events on this day, while others simply encourage their residents to visit a local park or recreation center where they can participate in a variety of family friendly activities, such as walking, hiking, biking, kayaking, golfing, swimming, tennis and more.

[Agency Name] takes pride in providing health and wellness resources for the community, and we hope you'll come out and discover the many diverse opportunities we offer to ensure the health and well-being of everyone in [town/city/community].

Time:

Location:

Partners: [List any partners working with you to host your event]

Sample Timeline and Checklist of Activities

We know you are busy. We've put together a timeline of activities to make it easy to integrate your Family Health & Fitness Day communications into your calendar.

Week	Activity
May 8 - 14	<ul style="list-style-type: none"> ● Plan your communications for your Family Health & Fitness Day Event ● Begin writing your communications for your event ● Include information about Family Health & Fitness Day on your website ● Include Family Health & Fitness Day event in your email communications ● If one of your events requires pre-planning for the attendees, like a 5k, you can begin sharing on social media one month ahead of the event
May 15 - 21	<ul style="list-style-type: none"> ● Continue writing your communications for your event
May 22 - 28	<ul style="list-style-type: none"> ● Share 2-3 social media posts per channel to promote your event
May 29 - June 4	<ul style="list-style-type: none"> ● Send news release to newspapers ● Invite print reporters to attend event with media advisory ● Share 2-3 social media posts per channel to promote your event
June 5 - 10	<ul style="list-style-type: none"> ● Send news release to TV/radio stations ● Invite broadcast/radio reporters to attend with media advisory ● Share 2-3 social media posts per channel to remind people to attend your event
June 11 - Day of Event	<ul style="list-style-type: none"> ● Amplify attendee posts on social media
June 12 - 18	<ul style="list-style-type: none"> ● Send post-event news release to outlets that didn't attend ● Share 2-3 social media posts per channel about the outcomes of your event ● Include photos and short description of your event in your email communications/newsletter

Thank you for helping
us celebrate and spread
the word about Family
Health & Fitness Day!



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AND PARK ASSOCIATION