



PARKS AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** October 7, 2019
SUBJECT: Update on the Nature Right Here Campaign
PRESENTER: Adrien Pekurney, Assistant Director

GENERAL DESCRIPTION:

Throughout all seasons in NRH we encourage our residents to *Reconnect, Reset and Re-energize* in our local outdoor areas. Every Friday, NRH Parks and Recreation will feature social media posts to help our community understand the importance and benefits of being outside for both mind and body, regardless of age.

Nature Right Here will feature parks, opens spaces, trails and activities that give all ages the benefits of being outside. Social media posts started on Friday, September 13, 2019 and NRH Parks and Recreation staff will continue to research and provide education and programming throughout each season to celebrate Nature Right Here.

Assistant Director, Adrien Pekurney, will deliver a brief presentation providing an overview of the Nature Right Here campaign logo, social media collateral, and connecting all outdoor events with the overall branding.