



FAIRFAX COUNTY PARK AUTHORITY



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Information Release

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Park Authority Wins Award for Colvin Run Campaign

The Fairfax County Park Authority (FCPA) is the winner of a 2016 NACPRO Award for the marketing efforts that helped Colvin Run Mill achieve a top-four finish in the 2013 web-based Partners in Preservation (PiP) voting contest sponsored by the National Trust for Historic Preservation and American Express. As a result of the contest, the FCPA received a \$75,000 grant to restore the historic mill.

NACPRO, the National Association of County Park and Recreation Officials, recognized the FCPA for its efforts in encouraging the public to cast daily votes during the three-week preservation campaign to support restoration of the then 202-year-old working mill, and help assure its survival for generations to come. Colvin Run finished behind such heavy-hitting historic sites as the National Cathedral, Mount Vernon, and the 6th and I Street Synagogue. The mill also out-campaigned nationally-known sites such as the Iwo Jima Memorial, Arlington House, and Congressional Cemetery.

The FCPA attained a 275 percent financial return on its campaign investment. Its campaign video was viewed by nearly 7,000 people via the FCPA website, and Facebook engagement spiked during the campaign by 1200 percent. The campaign also resulted in increased public awareness and increased subscriptions for the FCPA's chief marketing publications.

An awards ceremony is planned in Long Beach, California, on July 24, 2016, during NACPRO's summer meeting.

NACPRO is a non-profit professional organization that advances official policies that promote county and regional park and recreation issues while providing members with opportunities to network, exchange ideas and best practices, and enhance professional development.

For additional information, please contact the Public Information Office at 703-324-8662.

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