



# FAIRFAX COUNTY PARK AUTHORITY



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## Information Release

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## Fairfax County Park Promotional Efforts Win VRPS State Awards

The Fairfax County Park Authority (FCPA) was honored for its promotional efforts at the 62<sup>nd</sup> Annual Conference of the Virginia Recreation and Park Society (VRPS) in Roanoke, Virginia, last week.

FCPA's 2015 Strategic Plan Report won kudos as the Best Promotional Effort-Traditional in areas with a population greater than 100,000. The report was filled with colorful images and adopted a conversational tone to turn somewhat "dry" statistical information into an interesting read for officials, stakeholders and all those with an interest in parks.

A 15-second video promotion for the Park Authority's Annual RECenter Membership Sale was honored as the Best Promotional Effort-Specialty in areas with a population greater than 100,000. The video ran before the feature presentation at three local Fairfax County movie theaters. Pass sales increased, dozens of potential new customers presented their movie ticket stubs in exchange for a trial membership, and many existing customers mentioned to park staff that they had seen the promo.

Each year, VRPS honors individuals, departments and organizations throughout Virginia who have demonstrated excellence in any of several areas during the previous year. Nominees are judged by a jury of peers. More than 500 delegates from around the state gathered for the annual VRPS conference that offers a learning exchange and provides an opportunity for recreation and park professionals to discuss areas of common interest.

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

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