



# National Public Lands Day: 30 Years of Care and Community

**National Public Lands Day (NPLD)** is the largest single-day volunteer effort for America's public lands. Each year, thousands of volunteers come together on the fourth Saturday in September to help restore, improve, and enjoy public lands around the country.

## Suggested Language

Since 1994, National Public Lands Day (NPLD) has mobilized volunteers on the fourth Saturday in September to celebrate and care for something we all share—our nation's public lands.

What started with one federal agency, two public land sites, and 700 volunteers has grown into a national event that brings out hundreds of thousands of volunteers at sites in all 50 states and U.S. territories. From trail maintenance to planting, trash pick-up, and more, volunteers of all ages and abilities roll up their sleeves and work side-by-side.

In the past decade alone, over 1 million volunteers have donated almost 5 million hours of their time for public lands, worth an estimated \$133 million.

These efforts are crucial to preserving our natural resources for future generations to enjoy.

But NPLD is more than a clean-up—it's a chance to connect with new communities, an event that creates kinship among those working together for a common goal, and an opportunity to use America's public lands for education, recreation, and overall physical and mental health.

We hope that you will join us on September 23, 2023, to celebrate the 30th year of this special event.

## Areas of Focus

*You can use specific areas of focus within the broader theme to spark ideas for activities and engagement opportunities at your event as well as incorporate it into your messaging to enhance the relevance and appeal to your audience.*



### Community Building

NPLD fosters kinship and community by bringing together volunteers of all ages and abilities to work towards a common goal. It also brings new and diverse participants to our public lands by offering a fee-free day that removes financial barriers to access and creates opportunities to connect through shared experiences in nature, ultimately strengthening our sense of community and appreciation for our public lands.

### Dedication

The dedication of volunteers who donate their time and effort to care for public lands is crucial to preserving our natural resources for future generations, making them an indispensable part of NPLD.





### Physical and Mental Health

NPLD is an opportunity to use America's public lands for education, recreation, and overall physical and mental health. It's a chance for volunteers to roll up their sleeves and work side-by-side, while also enjoying the benefits of spending time outdoors and engaging in physical activity.

### Environmental Education

NPLD is a chance to use America's public lands for education and raise awareness about the importance of environmental conservation. Volunteers can learn about the importance of public lands, the challenges they face, and the actions needed to care for them.

### Partnerships

Partnerships between NEEF and its federal, state, and local partners are essential to the success of National Public Lands Day. These collaborations not only amplify the impact of NPLD but also foster a collective sense of care and responsibility towards our recreational, historic, and cultural public land sites.

## Core Messaging

*This language can be used for all types of messaging, including direct mailers, fliers, and social media.*

- On September 23, 2023, NEEF will celebrate the 30th annual National Public Lands Day and renew our commitment to securing a safer and healthier world for ourselves, our children, and generations to come.
- For three decades, National Public Lands Day (NPLD) has united communities in the care and celebration of our nation's public lands. What began with a single federal agency, two public land sites, and 700 volunteers has grown into a nationwide event that continues to expand and inspire participation.
- More than 70,000 participants are expected to join in trail maintenance projects, park and river clean ups, tree planting activities, invasive species removal projects, as well as hikes and other fun activities throughout the country.
- NPLD volunteers are essential to the success of conservation and improvement efforts on public lands across the country.
- Join volunteers across the country on September 23 for National Public Lands Day, celebrating 30 years of care and community for our public lands.
- On NPLD, enjoy the opportunity to visit federal sites and a variety of state and local recreation areas without any admission fees. Discover more about the nation's largest, single-day volunteer effort by visiting <https://www.NEEFusa.org/npld>.
- NPLD connects volunteers of all ages and abilities, fostering community, teamwork, and the enjoyment of public lands for education, recreation, and well-being.
- Roll up your sleeves and make a difference! NPLD combines hands-on work, outdoor activity, and the health benefits of spending time in nature.
- Inspire enthusiasm for science and the environment! NPLD provides an opportunity to discover, learn, and nurture a profound connection with our public lands.
- National Public Lands Day highlights the vital impact of public lands on our well-being, from the air we breathe to the spaces we inhabit.
- Celebrating NPLD cultivates civic engagement, ecological literacy, and social connections through the stewardship of local natural resources.
- NPLD is more than just a clean-up —it offers diverse experiences in recreation, environmental education, and health. From ranger-led hikes to group bike rides and community picnics, NPLD provides engaging activities for all.