



An extensive research study asked California citizens and public officials "Why are parks important to you?" The research, sponsored by the California Park & Recreation Society (CPRS), a non-profit, professional and public interest organization with more than 3800 members was used to develop the first-ever brand of the profession. "Parks Make Life Better!" is now being launched by CPRS members statewide, including the Sunrise Recreation & Park District.

Overwhelmingly, survey respondents value parks and recreation as an essential community service. Virtually every California household (98%) reported visiting a park during the past year. Forty-two percent visited a park at least several days a week; 26% visited at least once a week, and 68% visited at least monthly. Of the 55% go with spouse or partner, 53% with kids, 48% with family, 46% with a friend. Only 5% of the users indicated they go alone.

CPRS used the research findings to develop the first-ever brand promise and brand identity for parks and recreation. The brand promise incorporates the benefits Californians reported as most important; the many ways parks and recreation make their lives and communities better. Specifically, parks and recreation make life better now and in the future by providing:

- Access to the serenity and inspiration of nature
- Outdoor space to play and exercise
- Facilities for self-directed and organized recreation
- Positive alternatives for youth which help lower crime and mischief
- Activities that facilitate social connections, human development, therapy, the arts and lifelong learning

In short, parks and recreation services make Californians' lives **better**.

How do parks and recreation services make your life better?



PLAY

Safe, outdoor space

For us, the biggest benefit is a safe, outdoor play space for our kids today...and as they grow.



NATURE

Beauty and serenity

Being in nature makes one feel alive. We're very fortunate to have beautiful spaces so close to home.



EXERCISE

Healthy movement

Parks are made for moving at your own pace. And, recreation programs make it easy to stay healthy.



POSITIVE SPACES

Free-time fun

Neighborhood parks are an escape, a place to run around and play.



GATHERING PLACES

Socializing and learning

Parks are like holidays, bringing us together to share good times. They are the common ground that connects us all.



FOREVER

Valued today and always

Parks enrich our lives. They add value to our homes and neighborhoods. Individually and as a community, we'll always have that need.

Come out and enjoy any one of the Sunrise Recreation and Park District's 42 parks and hundreds of recreation programs and services offered. Please visit our website www.sunriseparks.com for more information.

**Parks
Make
Life
Better!**SM