

Contact: Darcie Meihoff, APR, on behalf of Forest Park Conservancy, (503) 488-4252 or dmeihoff@cmdagency.com. High-res images of the new Forest Park campaign are available upon request

FOR IMMEDIATE RELEASE

June 17, 2014

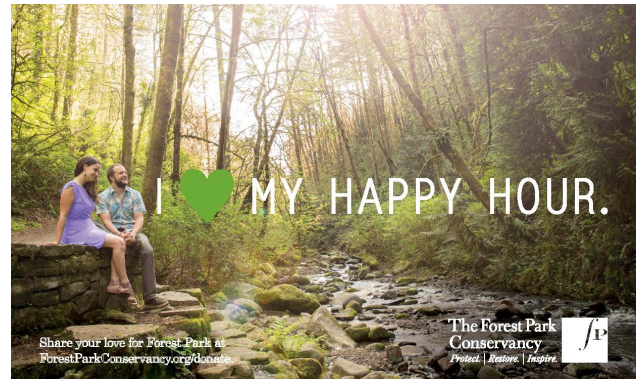
A LOVE STORY:

NEW CAMPAIGN STIRS THE PASSION OREGONIANS FEEL FOR FOREST PARK

PORTLAND, Ore.—They say love is a many-splendored thing, and that’s especially true for Portland’s Forest Park, one of the largest forested urban parks in the nation.

Beloved for its 80 miles of trails, native habitat, streams and recreational opportunities all within a protected 5,200 acre parcel, Forest Park holds a special place in the heart of not only Portlanders, but the entire state.

Now, a bold new advertising campaign created for the Forest Park Conservancy by Portland ad agency BPN celebrates the personal passion that many hold for Forest Park and asks them to take action to help restore it. With headlines such as “I ❤️ MY TREADMILL” and “I ❤️ MY HAPPY HOUR” the campaign plays off the importance and meaning that Forest Park has for many users, whether it’s for exercise, solitude, to connect with nature or to conquer a new challenge. BPN created the campaign—which includes print, radio, outdoor and online, pro-bono—enlisting media partners and agency vendors such as photographer Pete Stone, who also donated services towards the effort. The new campaign is launching this month.



New ad campaign by BPN taps into the passion Oregonians have for Forest Park

“Forest Park provides a unique experience for each user that has shaped their love for this special place,” said Renee Myers, executive director of Forest Park Conservancy. “This campaign celebrates and showcases how fortunate we are to live in a city where having an incredible natural resource like this is prioritized.”

Yet that care comes at a price, as the campaign reminds users. For years, Forest Park Conservancy has worked alongside Portland Parks & Recreation, the manager of Forest Park, to battle a series of threats, ranging from harmful invasive species to trail degradation. Amid the peace and serenity that Forest Park offers, there’s an urgent need to protect and restore it and the campaign calls attention to the Greater Forest Park Conservation Initiative (GFPCI), a roadmap for the long-term protection and restoration of the Greater Forest Park ecosystem. While the GFPCI is the first step in creating an action plan to address Forest Park’s environmental issues, implementing it takes major support in the form of donations and volunteerism.

That's where the new campaign comes in. The ads ask Forest Park fans to give to the cause and help the Forest Park Conservancy achieve the goal of a healthy park. For BPN President Lori Gaffney, who also is a Forest Park Conservancy board member, the campaign itself is a labor of love.

"Our goal is to rally people to realize that this amazing place, this natural jewel that Portland has, needs to be restored and protected. Everyone who loves, uses and appreciates how much Forest Park contributes to our city's livability, can do their part to support it," said Gaffney.

The GFPCI:

Introduced in fall 2013, the Greater Forest Park Conservation Initiative (GFPCI) is the first-of-its-kind, comprehensive plan for how to tackle some of the biggest environmental threats facing Forest Park and the surrounding ecosystem. The 80-page plan identifies environmental threats the Park faces, such as invasive species, climate change and habitat loss. It also outlines strategies and solutions to address them, including habitat restoration, improvements to watershed health, acquisition of ecologically valuable property, conservation easements, preventative care and maintenance and private land owner education and participation.

The GFPCI focuses on goals and objectives associated with 36 "prescriptions," identified to have the most significant impact on the ecological health of the Park, based on an assessment and study completed by Portland Parks & Recreation. While some are large-scale projects and will take major resources and time to complete, others are already underway. The GFPCI also represents the beginning of the Forest Park Alliance, a coalition of public, private and nonprofit partners who have together to help meet the goals outlined in the plan.

Forest Park Conservancy:

Forest Park Conservancy is the only nonprofit organization solely dedicated to caring for Forest Park, one of the largest forested urban parks in the nation. To learn more about the GFPCI, make a donation or find out how you can help support FPC's efforts, visit <http://www.forestparkconservancy.org/>

###