

News Release



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New Travel Guide for State Park Visitors

SACRAMENTO – California State Parks and the California State Parks Foundation have teamed up and reduced duplication by merging their two visitor handouts into one.

Visitors to state parks will no longer receive the 64-page, “California Escapes®” glove-box magazine that has been distributed for the past 14 years. Instead, they will receive a leaner, more portable “California Escapes” guide that easily fits in the pocket or purse enclosed in the foundation’s annual Park Visitor Welcome Kit. There is a Northern California version and a Southern California version.

“After 14 years of producing the same hand out, we wanted to create something new, a condensed version that gives an easier snapshot of the parks system,” said Brent Reed, who joined the department in February as deputy director of Partnerships and Consumer Strategies Division. “With most people now going to the Internet for their information, we are able to distribute a more compact version that uses less paper and reduces our footprint on the environment.” The piece is now printed on paper that is made of 100% recycled fibers.

On one side of “California Escapes®” is a map of California showing the freeways in red, city names in black and park names in purple. The other side is divided in two. There are three columns showing a list of the parks alongside their corresponding facilities available and activities offered. There is also a section that describes the latest parks renovations, preservation success stories and top parks for families.

While the descriptions of each park are gone, the phone numbers to each state park are still available. They are printed on the Park Visitor Welcome Kit envelope that carries the “California Escapes®” guide. A wealth of information is available online at www.parks.ca.gov.

The Park Visitor Welcome Kit and the “California Escapes®” guide are being published by Government Solutions Group and the California State Parks Foundation. Funding is generously provided by advertisers which means there is no cost to California State Parks, the foundation or taxpayers.

Park Visitor Welcome Kits are being made available at all state parks and by dialing (800) 777-0369. Visitors can provide feedback by taking the online Park Visitor Welcome Kit Reader Survey, which includes a chance to win a prize at www.parkvisitor.com.

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