

News Release



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California State Parks Teams Up With Oakland Raiders

SACRAMENTO – California State Parks, the California State Parks Foundation, and the Oakland Raiders have teamed up to promote family fitness from the football field to the natural environment.

“State Parks and the Raiders are already engaged in their own unique forms of outdoor fitness,” said Ruth Coleman, director of California State Parks. “But together, we can take it to a whole new level of family fitness by connecting the benefits of both the playing field and the natural environment.”

Through this partnership, part of the Proud Partner Program administered by the non-profit California State Parks Foundation, California State Parks and the Raiders will use leverage as leaders in their respective fields to cross-promote family fitness values. The Raiders hope to gain added family and children interest in football. For State Parks, the goal is to encourage city-based families to visit a state park for a hike, swim, or bicycle ride to get fit together while having fun.

Partnering with the Raiders enables State Parks to gain the benefit of the strong Raider’s advertising power in higher-priced urban areas while reaching people who generally live and work in places that offer few recreational opportunities.

“We are delighted to have the Oakland Raiders join our public outreach mission,” said Susan Parker, director of marketing for the California State Parks Foundation. “With their help, we hope more people will be inspired to enjoy the benefits of outdoor recreation in state parks.”

Through the partnership the Raiders will participate in the State Park Foundation’s annual April Earth Day event, promote state parks on the team’s Web site, distribute state parks promotional items and promote parks at home games at McAfee Coliseum.

The team will also be featured on the Proud Partner Web pages maintained by California State Parks and the California State Parks Foundation and receive a spot in the Park Visitor Welcome Kit and the California State Parks Official Map.

To learn more about the Proud Partner Program, visit http://www.parks.ca.gov/default.asp?page_id=24417 or contact Susan Parker of the California State Parks Foundation at (415) 258-2666.

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About the Oakland Raiders

The Raiders — who began play in the American Football League in 1960 — enter their 48th year of professional football competition, including the last 37 as a member of the National Football League. In five memorable decades — the 1960s, '70s, '80s, '90s and the 2000s — the Raiders have been one of the most dominant teams in professional football since Al Davis first pledged in 1963 to build the finest organization in pro sports. The Raiders placed first in the AFC West in 2000, 2001 and 2002 despite playing among the toughest schedules in the NFL in each of those seasons. With their appearance in Super Bowl XXXVII, the Raiders became the only NFL team to play in Super Bowls in four different decades. In addition, the Raiders are proud to contribute to youth initiatives, community development, environmental concerns and multicultural awareness. For more information, please visit www.raiders.com.

About California State Parks

California State Parks manages 278 park units, which contain the finest and most diverse collection of natural, cultural, and recreational resources to be found within California. These treasures are as diverse as California: From the last strands of primeval redwood forests to vast expanses of fragile desert; from the lofty Sierra Nevada to the broad sandy beaches of our southern coast; and from the opulence of Hearst Castle® to the vestiges of colonial Russia. Responsible for almost one-third of California's scenic coastline, California State Parks manages the state's finest coastal wetlands, estuaries, beaches, and dune systems. Our workplace consists of nearly 1.4 million acres, with more than 280 miles of coastline; 625 miles of lake and river frontage; nearly 15,000 campsites; and 3,000 miles of hiking, biking, and equestrian trails. For more information, please visit www.parks.ca.gov.

About the California State Parks Foundation

The California State Parks Foundation is the only statewide organization dedicated to protecting, enhancing and advocating for California's 278 state parks. Since its inception in 1969, the Foundation has raised more than \$127 million in land, funds and artifacts for California State Parks. The Foundation's support comes from its 85,000 members, corporate partners and foundations. For more information, please visit www.calparks.org.

Editors, please note: Media interested in interviews or more information, please contact Sheryl Watson at (916) 654-7538 or Susan Parker at (415) 258-2666.

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