

#GREENFRIDAY



PRESS RELEASE
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California Park Organizations Invite You to Skip the Lines and Go Green on Black Friday

*116 State Park Destinations Will Be Offering
A Limited Number of Free Day-Use Passes*

San Francisco, Calif. (November 16, 2016) - Save the Redwoods League, California State Parks and the California State Parks Foundation have collaborated to create #GreenFriday, a new Thanksgiving tradition that promotes the enjoyment and appreciation of California's magnificent state parks. Thanks to the support of members and donors from Save the Redwoods and the California State Park Foundation, more than 13,000 free vehicle day-use passes will be available to visitors for use at one of the 116 participating state parks. The passes will be distributed on a first-come, first-serve basis and cover day-use admission and parking fees. Some of the parks include Big Basin Redwoods State Park, Marshall Gold Discovery State Historic Park and Bolsa Chica State Beach.

"We offered free 'Green Friday' state park passes last year for 48 parks, and the response was overwhelming," said Sam Hodder, the President and Chief Executive Officer of Save the Redwoods League. "We realized we had the constituency and momentum to create a new tradition, one that is a natural fit with the great American holiday of Thanksgiving. As Californians, we have every reason to give thanks for some of the world's most stunning parks and reserves, so we're expanding the program this year from 48 to more than 100 parks. We invite everyone to explore our ancient redwood forests, our pristine beaches, magical deserts, and noteworthy historical and cultural sites. It's on us."

California State Parks Director Lisa Mangat noted that the Green Friday initiative caps a long and productive alliance established by the three organizations. "We've worked together for several years to preserve and enhance our state parks for the health, inspiration, and education of all the people of California," Mangat said. "Green Friday speaks directly to our common goals. It allows people who might otherwise not be able to visit a park to get outdoors for a day with family and friends, and it helps us foster a general sense of stewardship for our magnificent state parks."

"On a weekend when thanks and the warmth of family and friends is on everyone's mind, here is a wonderful way to try a new adventure together," said California State Parks Foundation President Elizabeth Goldstein. "Whether you are revisiting a favorite park or exploring a new one for the first time, we welcome you and hope you enjoy the diversity and wonder of your state parks!"

Visitors will be able to reserve and print their day-use pass starting today at noon on the program's website -[GreenFriday.org](https://www.greenfriday.org).

Please keep in mind:

- Passes are limited. They will be distributed on a first-come, first-served basis based on each park's capacity.
- Only one day-use pass is needed per vehicle, per park.
- The pass covers day-use admission and parking fees. Pass does not guarantee a parking space or entry if the park is full due to high demand.
- To ensure valid entry and avoid fines, printed passes must be presented to park staff at entry gates or displayed on vehicle dashboards if no personnel are on duty.
- Electronic images of the pass will not be accepted.
- Consider visiting a state park during the off-peak hours - opening time to 11 a.m. and 3 p.m. to closing time.
- Visitors without passes are welcome, but must pay admission.
- We encourage all park visitors to review and obey park rules.
- Share your experiences with us on social media - hashtags: #GreenFriday and #CAStateParks.

For detailed information, including a full list of participating state parks, park operating hours and outdoor safety tips, please visit [GreenFriday.org](https://www.greenfriday.org).

California State Parks invites the public to enjoy state parks year round. With 280 park units, over 340 miles of coastline, 970 miles of lake and river frontage, 15,000 campsites and 4,500 miles of trails, the state park system provides wonderful recreational, educational, and inspirational opportunities for more than 67 million visitors annually.

Editors, please note: Free guides and brochures are available at GreenFriday.org. B-roll of redwood state park images may be accessed on the site's newsroom page. For more information, go to GreenFriday.org.

PRESENTING PARTNERS



Save the Redwoods League

One of the nation's oldest conservation organizations, Save the Redwoods League has been preserving, protecting, and restoring redwood forests since 1918, connecting generations of visitors with the beauty and serenity of the redwood forest. Our 17,000 supporters have enabled the League to protect almost 200,000 acres of irreplaceable forest in 66 state, national, and local parks and reserves. For more information, go to SaveTheRedwoods.org.



California State Parks Foundation

California State Parks Foundation is a member-supported nonprofit dedicated to protecting, improving and advocating for all of California's state parks. With our community of supporters, we deliver innovative solutions for an excellent parks system by facilitating park improvements, inspiring stewardship, supporting partners, advocating for sound policies, and connecting people to parks. Together we ensure that the natural beauty, rich culture and history, and recreational and educational opportunities of our 280 state parks are available for all to enjoy now and for generations to come. Visit us at calparks.org.



California Department of Parks and Recreation

The California Department of Parks and Recreation provides for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation. Off-highway motor vehicle recreation, boating activities, horseback riding, on and off-road cycling, hiking, camping, and rock climbing are some of the recreational activities enjoyed in 280 state parks organized into 22 field districts throughout the state. Visit us at parks.ca.gov.

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