



News Release

For Immediate Release
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Contact:
[Greg Imura](#)
Social Media Manager | 916.651.5691

Every Adventure has a Story: Share Yours with California State Parks over the Black Friday Weekend

SACRAMENTO, Calif. — California State Parks knows that every adventure has a story and we encourage visitors to share their story this upcoming Thanksgiving weekend. Continuing on 2016's successful [#InventYourAdventure campaign](#), this year's edition, "Every Adventure has a Story", asks visitors to participate by sharing the story behind their favorite state park through an Instagram photo or video.

"Every Adventure has a Story" encourages the public to get outside during the holiday weekend and reconnect with loved ones and the outdoors, and share their photos, videos and stories on social media. Valid submissions are eligible to win one of six travel backpacks (\$200 value) provided directly from Eagle Creek.

Here is how the "Every Adventure has a Story" contest works:

1. Visit your favorite California state park or one that you go to frequently from November 24-26, 2017.
2. Create a new post on Instagram that tells us your personal story of why that park is important to you. The post can either be a video telling the story or a photo with the story in the caption. Only one entry per user is eligible.
3. Follow @CAStateParks and @EagleCreek on Instagram and use the hashtags #InventYourAdventure, #CAStateParks, and #EagleCreek.
4. The #InventYourAdventure team will then pick the six most creative stories throughout California to win travel backpacks courtesy of Eagle Creek.

Full details, including contest rules and regulations, can be found online at www.parks.ca.gov/InventYourAdventure.

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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. Learn more at www.parks.ca.gov.

