



NPS 50th Anniversary Key Messages - Ready for Use

With the help and feedback of many park and regional staff, a set of four key message themes are ready for use in outreach to staff and the public about the anniversary. Each message provides room for tailoring to your particular park or office. By utilizing these messages as a foundation to build from across the agency, we will be able to provide a cohesive vision of what the 50th means to the NPS.

1) The 50th anniversary of the Wilderness Act is in 2014:

- The 1964 Wilderness Act provides the highest level of protection for some of our most iconic, wild landscapes through wilderness designation.
- This protection means you can have your own wilderness experience, wherever you live. Your wilderness experience may be physical, digital, or other - from hiking on trails to exploring online videos [INSERT PARK LINK or use [America's Wilderness](#) webisode series] and enjoying clean drinking water.

2) Wilderness is everyone's to share and enjoy:

- Let's celebrate wilderness together - in 2014, we will celebrate the 50th anniversary of the Wilderness Act. Find out how people and parks in your area are honoring 50 years of wilderness protection by visiting: [INSERT PARK URL or <http://www.wilderness50th.org/events.php>]
- Wilderness belongs to everyone. We can all be stewards of these special places to ensure their protection for another 50 years - visit [INSERT PARK VOLUNTEER URL or <http://www.wildernessvolunteers.org/>] to learn more about ways to help.

3) Wilderness is more than just forested mountains:

- Over 80% of all National Park Service lands are managed as wilderness - including deserts, alpine meadows, tundra, lava beds, swamps, and coasts.
- Much of this diverse wilderness also reflects thousands of years of human residence, further strengthening our connection to these special places.

4) Wilderness is closer than you think:

- Enjoying wilderness doesn't have to mean a long road trip (unless you want to!) - New York City, home to over 8 million people, is only 2 hours from the wilderness in Fire Island National Seashore. Visit [INSERT PARK URL] to find a wilderness area near you.