

Wisconsin Park & Recreation Association

The *It Starts in Parks* Messages



ACHIEVEMENT...It Starts in Parks

Big achievements in life start with small successes. Like learning how to be part of a team. Or figuring out that excellence comes from a daily commitment of time and hard work. Wisconsin's parks give children a chance to learn those life lessons, to experience success early, and to dream big. Parks build future leaders by giving youth the opportunity to lead. Personal achievement. **It Starts in Parks.**

A sense of COMMUNITY...It Starts In Parks

What transforms a crowd into a community? A chance for people to connect. Parks provide that chance. Wisconsin's parks are where lifetime friendships are formed, where the gap between generations is bridged, where people discover what they have in common. How do you grow a hometown with a sense of community? **It starts in parks.**

CONSERVATION of our natural treasures...It Starts in Parks

Air. Water. Land. These are our greatest natural treasures. Yet, a growing population threatens the quantity and quality of these vital resources. Conserving green spaces and waterways for the generations to come is crucial for our very survival. Wisconsin's parks hold a key. Preserving what's precious. **It Starts in Parks.**

ECONOMIC DEVELOPMENT...It Starts in Parks

Parks offer the perfect venue for community and regional events -- tournaments, concerts, exhibitions, food festivals -- that draw visitors and new dollars into our backyard. A vibrant, growing community. **It Starts in Parks.**

Good HEALTH... It Starts in Parks

Physical activity is the key to maintaining a healthy body weight, preventing disease and feeling better. A growing body of research shows that physically active adults and children are less prone to obesity, diabetes, heart disease – even depression. Wisconsin's parks offer a wide range of free and low-cost opportunities to get out and play. Physical activity and good health. **It Starts in Parks.**

Ties to our HERITAGE...It Starts in Parks

One step brings you back in time to the days of European exploration and the various Indian tribes that populated our state. Whether we were born and raised on the Wisconsin peninsula, or just moved in yesterday, our rich heritage shapes who we are as Wisconsinites and makes us proud to call Wisconsin our home.

Finding our shared heritage. **It Starts in Parks.**

Respect for NATURE...It Starts in Parks

Whether it's feeling the sun on your face, learning how things grow or enjoying the awe-inspiring beauty of a summer's day, nature's innovation sustains us from the inside out. Spending time outside reminds us of our unique place in the world. A connection to nature. **It Starts in Parks.**

Wisconsin's FUTURE...It Starts in Parks

With relentless population growth, people need a place to connect and form new relationships, to learn about Wisconsin's heritage and its natural treasures – a place to become Wisconsinites. Wisconsin's parks are the place where it all comes together – a sense of community, an appreciation of history and place, respect for nature. How do you weave strangers into citizens? **It Starts in Parks.**