



**Mount Rushmore Society
Mount Rushmore Institute**

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**Mount Rushmore Bookstores
Mount Rushmore Audio Tour**

Mount Rushmore
National Memorial
13036 Hwy 244
Keystone, SD 57751
1-605-574-1333
1-800-699-3142
FAX 1-605-574-3144
bookstores@mtrushmore.org

**Mount Rushmore Memories
Airport Store**

Rapid City Regional Airport
4550 Terminal Road #206
Rapid City, SD 57703
1-605-791-6868
anna@mtrushmore.org

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories and other activities—is dedicated to the preservation, promotion and enhancement of Mount Rushmore National Memorial and the values it represents through a partnership with the National Park Service.



August 17, 2016

For Immediate Release:

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Mount Rushmore Society Hosts FREE Find Your Park Festival August 20

Sponsored by the Mount Rushmore Society, the Find Your Park Festival will be held on Saturday, August 20, 2016 from 10 am – 2 pm in Rapid City's Main Street Square in honor of the 100th birthday of the National Park Service and the 75th anniversary of the completion of Mount Rushmore National Memorial. The event is free and open to the public.

The event will consist of over **20 booths** that will educate the public about parks in the Black Hills. Booths will spotlight national parks, state parks, city parks and outdoor-related organizations. Activities, ranger talks, park educational information, park products, giveaways and discounts will be provided. **The Mount Rushmore Mascots and Smokey Bear** will be on hand for pictures. For this day only, the Mount Rushmore Society will be selling the Mount Rushmore Parking Package, consisting of a 2016 Mount Rushmore parking pass and two breakfast coupons at Carvers Café, for \$8.

Children's entertainer **Phil Baker** will be performing on the main stage at 10:30 am and at 12:15 pm, with National Park Service representatives making presentations in between sets. Phil Baker is one of the most innovative and respected songwriters shaping children's music today. Known for his signature red guitar, heartfelt lyrics, catchy tunes and quality musicianship and production, Baker involves the children throughout his show. Named one of the Top 12 Young Men of America, Phil has inspired countless children to help make the world a better place. He has dedicated his life to strengthening communities through music and performance and has made an indelible mark on South Dakota's music scene, as well as its cultural landscape.

This festival was planned to spotlight the National Park Service and National Park Foundation's "Find Your Park" awareness campaign to celebrate the National Park Service Centennial. The Find Your Park movement inspires all people, especially the next generation, to connect with, enjoy, and support America's national parks. The NPS wants people everywhere to embrace the opportunities to explore, learn, be inspired or simply have fun in their 407 national parks.

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This event is being held for the public to understand what is available in our Black Hills national parks, as well as other public lands and resources in our area.

Media have the opportunity to see what special things the different NPS sites have in store for 2016 as they countdown to the actual 100th birthday on August 25, 2016.

Exhibitors include Mount Rushmore National Memorial, Badlands National Park, Wind Cave National Park, Jewel Cave National Monument, Custer State Park, Minuteman Missile National Historic Site, The Outdoor Campus West, Badlands Natural History Association, City of Rapid City Parks & Recreation, Black Hills Raptor Center, U.S. Forest Service National Grasslands, Rapid City Convention & Visitors Bureau, Trinity Eco Prayer Park, Xanterra Parks & Resorts, Crazy Horse Memorial, D.C. Booth Society, Black Hills Parks & Forest, The Journey Museum, Mount Rushmore Bookstores, Mount Rushmore Memories Airport Store, Mount Rushmore Society, Nebraska National Forests and Grasslands and Black Hills National Forest.