

Media release

14th February 2012 – for immediate release

Love Parks Week 21-29 July 2012



Healthy parks, happy hearts

This year's national Love Parks Week will take place from Saturday 21st July to Sunday 29th July, the week leading up to the 2012 Olympic and Paralympic Games.

Love Parks Week has always aimed to raise awareness of the importance of parks and green spaces, showcasing the benefits they bring and highlighting the need for continual investment and engagement. **This year Love Parks Week will be focusing on access for all to healthy green spaces. The campaign will be highlighting what a healthy (quality) green space looks like and will begin to assess the nation's parks by encouraging people to give their park a simple health check.**

To keep up with the rapidly growing campaign GreenSpace has launched a new website for Love Parks Week with a fun mascot called Rootz. The site will still provide resources and tools for running successful, well promoted events and will include new features to help people get more involved in campaigning for and improving their local green space.

Paul Bramhill, CEO of charity GreenSpace, highlights the importance of the campaign: "As the benefits of parks have become more recognised, unfortunately the future of green space management is at risk. Local authority budgets are being dramatically reduced and we cannot expect community groups, that already identify they need more funding, training and volunteers, to be the only solution. Parks need to be properly financed to remain healthy – accessible, safe, lush, full of life, welcoming and a hub of the community. I cannot stress enough how important this year's campaign is, please start to think about the future health of your park."

The campaign hopes to grow on the success of last year's numbers which achieved one million people taking part. Circus skills workshops, Nordic walking, art in the park, military fitness, and music and theatre performances were just some of the 1,200 events people attended.

By holding an event in a park or by simply attending one, you will be helping to drive the message that our parks and green spaces are essential to healthy, happy and strong communities.

See the new site and find out more: www.loveparksweek.org.uk

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- Notes to Editors -

About Love Parks Week

- Love Parks Week will be launching a Love Parks Club for all green space lovers in spring. To register for further information surrounding this or our park health check please email [Tess Stackley, Campaign Manager](mailto:Tess.Stackley@green-space.org.uk).
- Love Parks Week began in 2006 with a simple aim: to encourage people to visit, enjoy and take pride in their local parks and green spaces. The first year 240 events took place with 96,000 attendees attending. Over the next five years the campaign made huge steps forward, building up to 1,200 events and one million people taking part in Love Parks Week 2011.
- For more information on Love Parks Week including [supporting/sponsorship](#), how to hold an event, registering an event, toolkits and details of events happening during the week, visit www.loveparksweek.org.uk.
- Love Parks Week is encouraging event organisers, such as local authorities and other charity groups to embrace the 2012 Olympic and Paralympic Games by running Community Games events which can be any type of sporting event from a torch relay through the park to tennis tournaments to kid-friendly events like egg and spoon-races. A guide and collection of fun promotional materials have been created for event organisers to provide ideas and to help promote their events with the prestigious Inspire brand.
- The new site is designed by London-based web design agency Pedalo (www.pedalo.co.uk). New features include (will include):
 - An events map searchable by postcode
 - A campaign shop with merchandise to raise money for the campaign
 - Direct donation button to the campaign
 - A news updates section to provide the latest information on parks and campaign news
 - Your Park page for people to submit photos of their park and take our park health check survey
 - Love Parks Club page to introduce the club and allow people to sign up online
 - Information on the Community Games, our Inspire programme event that brings the 2012 Olympic and Paralympic games to parks and green spaces across the country
- Love Parks Week is organised by parks charity GreenSpace. GreenSpace is a registered charity which works to improve parks and green spaces by raising awareness, involving communities and creating skilled professionals. For more information: www.green-space.org.uk.
- For Love Parks Week / GreenSpace press enquiries please contact:
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Logo's and high resolution photographs are available upon request.