

City of Martinez

Memo

Date: November 14, 2012
To: Alan Shear, Assistant City Manager
From: Patty Lorick, Recreation Supervisor
Subject: California Park and Recreation Society's Parks Make Life Better!® Logo

The goal of the Parks Make Life Better!® branding campaign is to raise awareness of the benefits of parks and recreation throughout California and to raise the status of parks and recreation as an essential community service. .

A short presentation will be made at the PRMCC meeting to the Commissioners on the logo and branding program.