

# PRESS RELEASE

## **Eastern National Announces the Release of the Passport To Your National Parks® iPhone Application**

*Application Acts as a Digital Companion to the Passport To Your National Parks® Book*

**FORT WASHINGTON, PA, March 6, 2012:** Eastern National is pleased to announce the release of our Passport To Your National Parks® iPhone Application, currently available for free on iTunes.

Eastern National has developed this Application for iPhone, iPad, and iPod Touch as a digital companion to the original Passport To Your National Parks® book. The Application includes information about each park, maps, and access to park websites. Users will have the ability to record their memories and photographs in the Application and can build a list of parks visited and parks they would like to visit. The Application also identifies the locations of Passport Cancellation Stations within each park.

Eastern National, longtime partner of the National Park Service, launched the Passport To Your National Parks® program in 1986 as a means to promote visitation and appreciation of America's national parks. The handy, pocket-sized book, which includes maps, photos, and other pertinent information, assists visitors in planning their visits to national parks. The program celebrated its 25th Anniversary in 2011.

"We are thrilled to offer an Application as an enhancement to our highly successful Passport program," said Kevin Kissling, Eastern National's Chief Operating Officer. "We hope to continue to fulfill our mission through visitors' use of this Application and to appeal to potential park visitors. Eastern National plans to expand the Application's features and functionality in the future, and an Android version of it is planned for release later this year."

Eastern National gratefully acknowledges the National Parks Travelers Club for their contributions in the development of the Passport To Your National Parks® iPhone Application. For more information on the Passport To Your National Parks® program, the Passport To Your National Parks® iPhone Application, or Eastern National, please visit <http://www.easternnational.org>.

**Eastern National is a 501(C)(3) not for profit association that promotes the public's understanding and support of America's national parks and other public trusts by providing quality experiences, educational products and services to the visitors of America's national parks.**

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