



Contact: Mark Vineburg
Phone: (267) 464-7123
Fax: (215) 283-6925
470 Maryland Drive, STE 1
Fort Washington, PA 19034
www.EasternNational.org

PRESS RELEASE

Eastern National Releases Exclusive Product Line Commemorating the National Park Service Centennial in 2016

FORT WASHINGTON, PA, June 10, 2015: Eastern National is proud to unveil its National Park Service Centennial Arrowhead Product Line, available for sale to National Park Service (NPS) Employees, NPS Volunteers-In-Parks, and approved partners. The new products showcase the official NPS Centennial logo, complemented by the NPS's signature Arrowhead.

The Centennial Logo, commissioned by the National Park Foundation and unveiled in August of 2014, helps to commemorate the National Park Service's 100th anniversary in 2016.

The Arrowhead is the official logo of the National Park Service. Authorized as the NPS's official emblem by the Secretary of the Interior on July 20, 1951, elements of the emblem symbolize the major facets of the national park system. The Sequoia tree and bison represent vegetation and wildlife, the mountains and water represent scenic and recreational values, and the Arrowhead represents historical and archeological values.

In 2000, Eastern National was contracted by the NPS to produce an Arrowhead product line, to enhance employee morale and esprit de corps, and to promote allegiance to the NPS and its mission. Since then, the Arrowhead product line, emblazoned with the Arrowhead logo, has expanded to include apparel, bags and backpacks, accessories, and kids' items. Arrowhead logo products are available only to NPS employees, Volunteers-In-Parks, and approved partners by order of the director of the National Park Service, pursuant to Section 701 of Title 18, United States Code; Part 11 of Title 36, Code of Federal Regulations, and Special Directive 93-7.

The NPS Centennial Logo product assortment includes apparel, bags, hats, and accessories. Eastern National plans to expand the product assortment as the Centennial approaches.

"We are thrilled to make this special line of logo merchandise available to National Park Service employees, Volunteers-In-Parks, and approved partners," said Kevin Kissling, Chief Operating Officer at Eastern National. "Our hope is that this selection of merchandise will promote excitement for the upcoming Centennial, and instill in them an even stronger sense of pride."

Centennial Arrowhead products are available for sale by visiting www.ArrowheadStore.com. Call 877-NAT-PARK (877-628-7275) for additional details.

Eastern National, a not-for-profit cooperating association with the National Park Service and other public trust partners, promotes the public's understanding and support of America's national parks and other public trust partners by providing quality educational experiences, products, and services. Since 1947, Eastern National has donated over \$105 million to the National Park Service in the form of direct donations and grants, which support vital educational and interpretive programs in America's national parks.

-###-