

Eastern National
Media Kit | 2017



MEDIA KIT

About Eastern National

Eastern National is a 501(c)3 not-for-profit cooperating association, supporting the interpretive, educational, and scientific programs and services of the National Park Service and our other public trust partners.

Founded in 1947 by a small group of National Park Service rangers, Eastern National's vision is to serve as a shared-resource educational retailer for America's special historical, cultural, and natural places. Our "sharing philosophy" provides all parks – regardless of size or revenue – that we support with the same benefits of having a retail and educational partner.

Our Mission

Eastern National 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.

Our Contribution

Since our founding, we have contributed **\$142 million** in direct and in-kind donations to our partners in support of vital educational programs.

Eastern National's donations have purchased critical items such as:

- Archeological, historical, and cultural research programs
- Artifacts
- Facility renovations and upgrades
- Interpretive tools and programs
- Land
- Media for park libraries
- Period costumes for living history demonstrations and reenactments
- Signage and exhibits
- Staff training programs

Click [here](#) to learn more about how our donations benefit the visitors of America's national parks and other public trusts.

What We Do

- **Museum Stores** – Eastern National operates museum stores at over **160 units** of the National Park Service. Our stores provide unique educational products and custom merchandise specific to each site that enhance visitor experiences. We also partner with other federal, state, and local entities to provide a variety of services based on our partners’ needs.
- **Custom Publishing** – Producing up to 10 custom publications per year, Eastern National works with our partners to produce high-quality products that are extensions of our sites’ educational and interpretive programs.
- **Interpretive Services** – Eastern National provides a variety of services to our partners including tours and fee collection services.
- **Passport To Your National Parks®** – Since its inception in 1986, our trademarked, best-selling program has introduced millions of visitors to the national park system, offering a way to collect cancellations at nearly every national park. Consisting of a set of guidebooks, collectible cancellations, an annual series of commemorative stamps, and a companion app, the goal of the program is to encourage visitors to explore all parks in the system, including the lesser-known sites.

Where We Operate

Our operations span across traditional brick and mortar stores and three ecommerce sites, including wholesale.

Brick and Mortar

Today, we operate over **270 park stores**, serving over **160 national parks** and other public trusts across **33 states**, the District of Columbia, Puerto Rico, and the United States Virgin Islands. Click [here](#) for a full list of store sites.

eCommerce

Eastern National operates the following three e-commerce sites that sell national park products primarily throughout the United States, with a growing presence in Canada and Europe. With an online catalog of over **3,000 products**, our online stores are the “go to” websites for park lovers, the National Park Service and park partners.

- [eParks®](#) *The Official Online Store of America’s National Parks* offers collectibles, apparel, books, and other products from over 400 parks.
- [Arrowhead Store](#) offers merchandise bearing the arrowhead symbol or the VIP insignia to National Park Service employees and alumni, Volunteers-in-Parks, and select partners who help us protect park resources and serve the public. Eastern National collaborates with the National Park Service to make available for sale high-quality products to promote esprit de corps among NPS employees and volunteers.
- [Wholesale](#) offers associations and wholesale customers an opportunity to purchase Passport To Your National Park® products and Eastern National publications for their retail locations.

Our Sales

- 2016 FY Total Sales: \$42.4 million
- 2016 FY Donations and Direct Grants: \$2.4 million
- 2016 FY Sales Product Mix:
 - 28% Commemorative Items
 - 26.7% Publications (includes Passport To Your National Parks®)
 - 13.6% Reproductions
 - 11.9% Apparel
 - 10% Paper and Other Media Items
 - 5% Accessories Items
 - 4.8% Visitor Convenience Items

Senior Leadership

(Photos available upon request)

- Kevin Kissling, President and CEO
- Heidi White, Chief Financial Officer
- Jack Ryan, Chief Administration Officer
- Hank Schmoyer, Director of Information Technologies
- Jason Scarpello, Creative Director
- Megan Cartwright, Director of Retail
- Meredith McClatchy, Director of Human Resources

Key Contacts and Channels

Media Contact

Emily Geesaman, Marketing Manager
emilygeesaman@easternnational.org
267-932-8337

Social Media Channels

- [Eastern National Facebook Page](#)
- [Eastern National Twitter Page](#)
- [Passport To Your National Parks® Facebook Page](#)
- [Passport To Your National Parks® Twitter Page](#)
- [Passport To Your National Parks® Instagram Page](#)

