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PRESS RELEASE

Eastern National Awarded Empowerment Grant from Motorola Mobility Foundation

FORT WASHINGTON, PA, June 26, 2012: Eastern National has been awarded a \$15,500 Empowerment Grant from the Motorola Mobility Foundation for the Passport To Your National Parks® Android mobile phone application. The grant will assist Eastern National in the development of an Android mobile phone application which includes planning tools, links to national park websites and other information of interest to park visitors. The application will be available as a free download, and will act as a digital companion to the printed version of the *Passport To Your National Parks*® book and program, and is an effort to engage youth to discover the treasures of the 397 national parks of the United States.

The Passport To Your National Parks® program was launched in 1986 by Eastern National, as a means to promote visitation and create interest in the national park system. The basic Passport book can be purchased at national parks across the system, and the net proceeds from the sale of the book and related products support vital educational and interpretive programs in our national parks. Park visitors commemorate a visit to a park by ‘canceling’ their Passport books with a rubber cancellation stamp, available free at almost all 397 national parks across the United States. For more information about the Passport To Your National Parks® program, please visit Eastern National’s website at www.EasternNational.org/passport.aspx.

“We are excited and honored to be awarded an Empowerment Grant from the Motorola Mobility Foundation,” said George Minnucci, Chief Executive Officer of Eastern National. “These funds will assist our organization in our mission to foster interest and visitation of America’s national parks.”

Motorola Mobility Foundation’s Empowerment Grants support U.S.-based nonprofit organizations in the development of mobile applications to enrich the communities they serve. This year, 42 non-profits received Empowerment Grants to engage in a wide variety of outreach activities, ranging from technology-literacy education and app boot camps to collecting data for research projects to peer mentoring for students through the use of technology.

“The Empowerment Grants program allows organizations to infuse technology into their communities,” said Eileen Sweeney, director of the Motorola Mobility Foundation. “On behalf of Motorola Mobility, I’d like to sincerely congratulate this year’s exceptional and inspiring group of grantees.”

About Motorola Mobility Foundation

The Motorola Mobility Foundation is the charitable and philanthropic arm of Motorola Mobility. With employees located around the globe, Motorola Mobility seeks to benefit the communities where it operates. The company achieves this by making strategic grants, forging strong community partnerships, fostering innovation and engaging stakeholders. The Motorola Mobility Foundation focuses its funding on education, community, health and wellness and disaster relief. For more information, on Motorola Mobility Corporate and Foundation giving, visit Motorola.com/give.

Eastern National, a not-for-profit cooperating association with the National Park Service and other public trust partners, promotes the public’s understanding 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.

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