



National Park Service Press Release

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Larger Than Life: America's National Parks Spotlited

Times Square Jumbotron Delivers Invitation to Visit

WASHINGTON – If you're in Times Square in the next 38 days, watch out for the grizzly bear and the cannon.

Both are featured in two 15-second spots running on a 26-foot by 20-foot jumbotron on 42nd Street, courtesy of long-time National Park Service partner, Eastern National which operates nonprofit bookstores in more than 130 national parks across the nation.

"Thanks to Eastern National, visitors to New York's Times Square this holiday season will get a glimpse of America's national parks and an invitation to visit," said National Park Service Director Jonathan B. Jarvis. "Millions of Americans will have an opportunity to see amazing images of these incredible parks that they own and maybe pick one or two to visit as they mull their New Year's resolutions."

"Since 1947 we have worked with the National Park Service to support national parks," said Eastern National President George Minnucci. "We are delighted to be able to showcase the parks to the people in New York City and thank CBS for helping make it happen."

National parks featured in the spots are:

- [Apostle Islands National Lakeshore](#) (WI)
- [Lincoln Memorial](#) (DC)
- [Katmai National Park & Preserve](#) (AK)
- [Mesa Verde National Park](#) (CO)
- [Cape Hatteras National Seashore](#) (NC)
- [Grand Canyon National Park](#) (AZ)
- [Independence National Historical Park](#) (PA)
- [Mount Rushmore National Memorial](#) (SD)
- [Arches National Park](#) (UT)
- [Tuskegee Institute National Historic Site](#) (AL)
- [Mount Rainier National Park](#) (WA)
- [Golden Gate National Recreation Area](#) (CA)
- [Gettysburg National Military Park](#) (PA)
- [Statue of Liberty National Monument](#) (NY)

The clips will also run on the following website: www.eparks.com
www.nps.gov

About the National Park Service. More than 20,000 National Park Service employees care for America's 397 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Learn more at www.nps.gov.