



EUROPARC
F E D E R A T I O N



**OUR NATURAL
TREASURES**

24 2019
MAY

#EuropeanDayofParks
EUROPARC.ORG/EUROPEAN-DAY-OF-PARKS

European Day of Parks **2019** Media & Activities Report





OUR NATURAL TREASURES

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Celebrating together 413 events in 33 countries

110 years ago a set of nine parks was created in Sweden.
20 years ago, the European Day of Parks was launched with the idea to celebrate Protected Areas throughout Europe.
Today, the European Day of Parks has become an event bringing the Parks together in a mission of **strengthening the relationship between people and nature**.
This year, we invited Parks to **reconnect with nature** by highlighting their favourite Natural Treasures. Many responded, consequentially forming one of the biggest celebration of European Day of Parks yet, with **413 events in 33 countries!**

Our task must be to free ourselves... by widening our circle of compassion to embrace all living creatures and the whole of nature and it's beauty.

- Albert Einstein

Events in Italy
<http://bit.ly/ParksItaly>



<https://www.europarc.org/nature/european-day-of-parks/2019/>



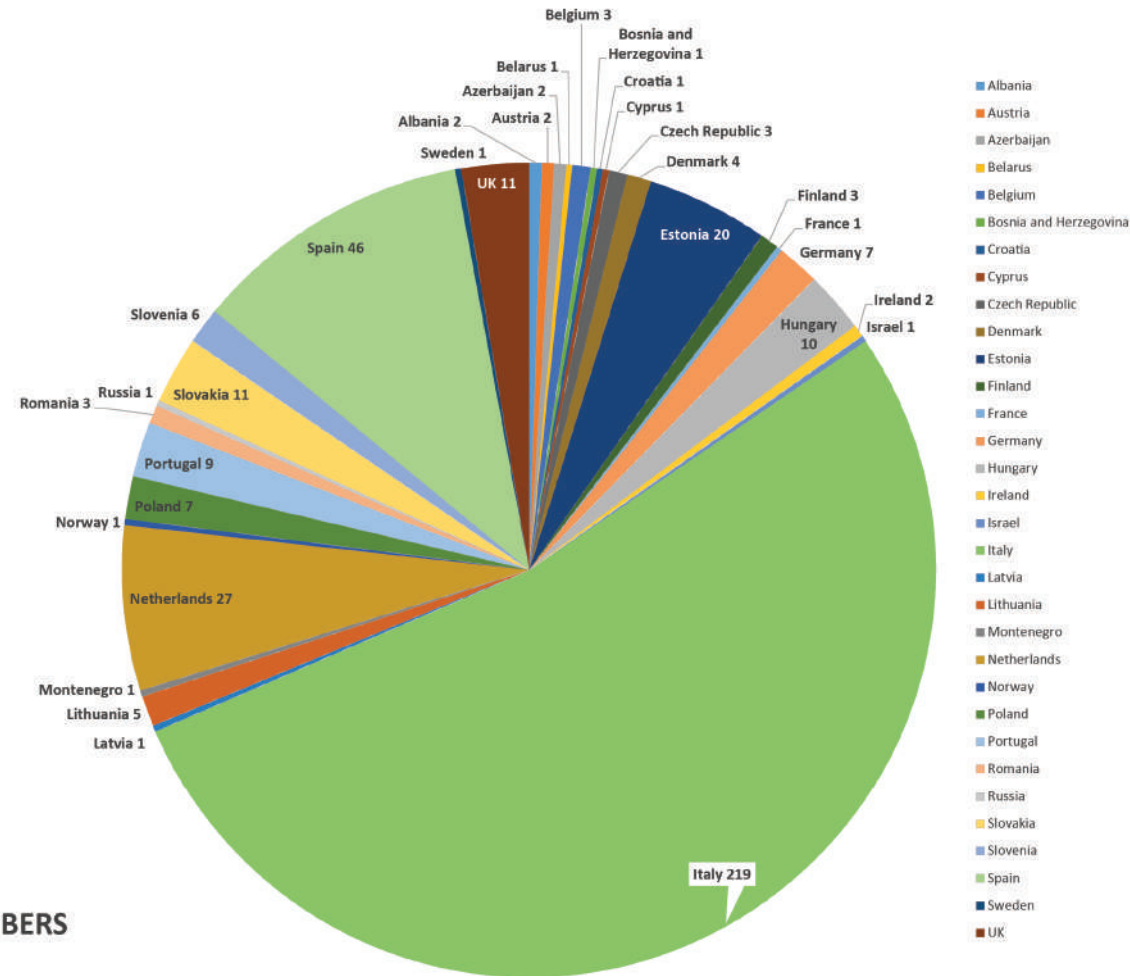
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European Day of Parks events

Overview of organised activities



EVENTS IN NUMBERS

With more than 200 events, Italy was definitely the leader in this year's celebration. It is followed by Spain, the Netherlands, Estonia, the United Kingdom and many more! We are extremely happy to have seen all the countries on the map!



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Your special celebration Innovative, inclusive, inspirational

From puppet plays to concerts with birds, the events prepared for this year's European Day of Parks have offered something for everyone! Here is a little highlight of some of the events!

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In **Casa das Viras** there was a play "**The Enchanted Forest**" in which the animals that live in the woods come to life and explain the importance of protecting nature

<https://www.europarc.org/nature/european-day-of-parks/2019/portugal-24-may-2019-teatro-musical-o-bosque-encantado/>



Pallas-Yllästunturi National Park prepared a **photo exhibition** taking you on a journey through Finnish nature with the images of Konsta Punkka, one of Finland's most world-renowned nature photographers

<https://www.europarc.org/nature/european-day-of-parks/2019/finland-24-may-2019-natures-moods-and-moments-by-konsta-punkka/>

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In **De Hoge Veluwe National Park** Trio cortenas' music connected with the singing of the birds in a very special early bird **open air concert**. How amazing is that?!

<https://www.europarc.org/nature/european-day-of-parks/2019/netherlands-26-may-2019-vroege-vogelconcert/>





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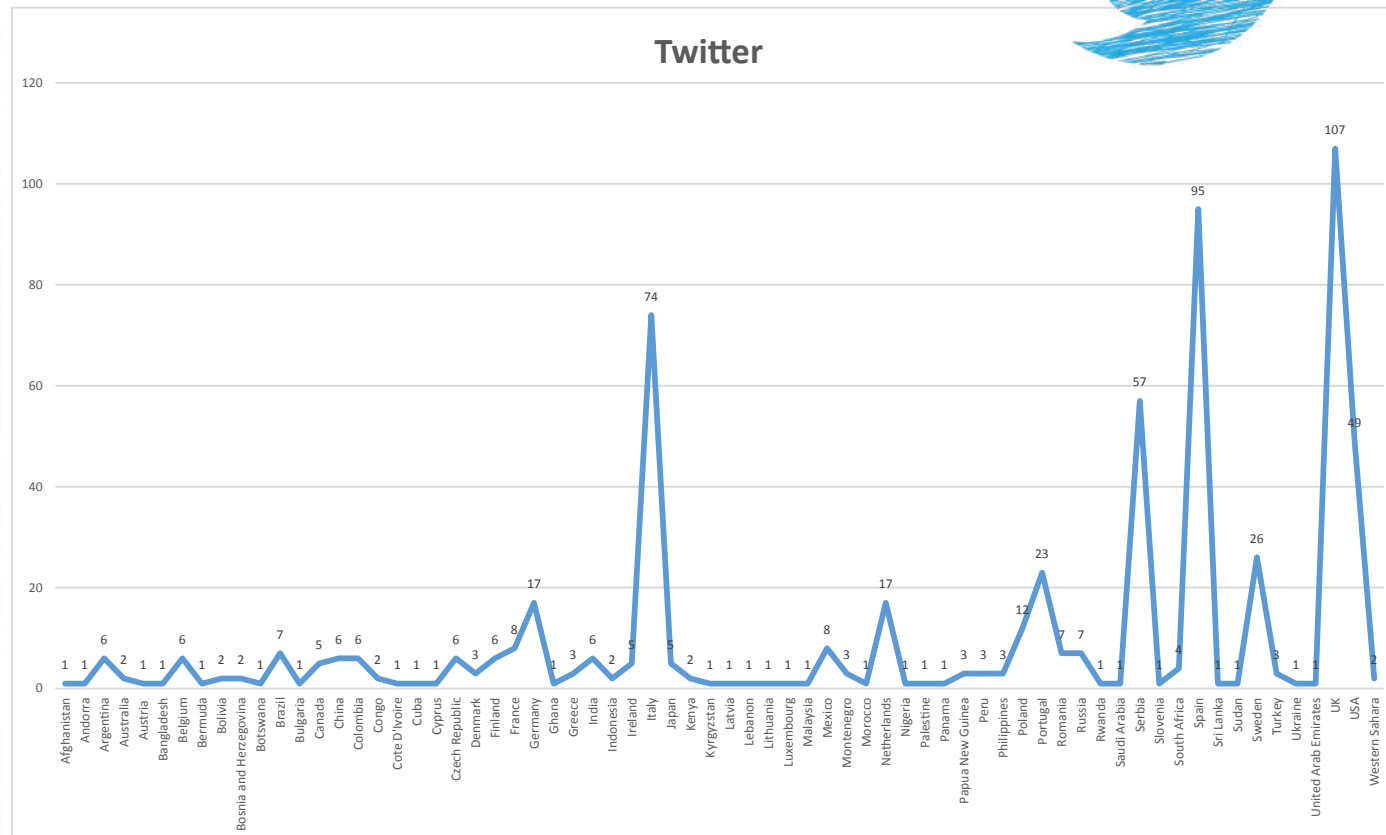
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Social media

#EuropeanDayofParks

Twitter, Facebook, YouTube... European Day of Parks was everywhere! Here is a little insight into the distances our messages reached.



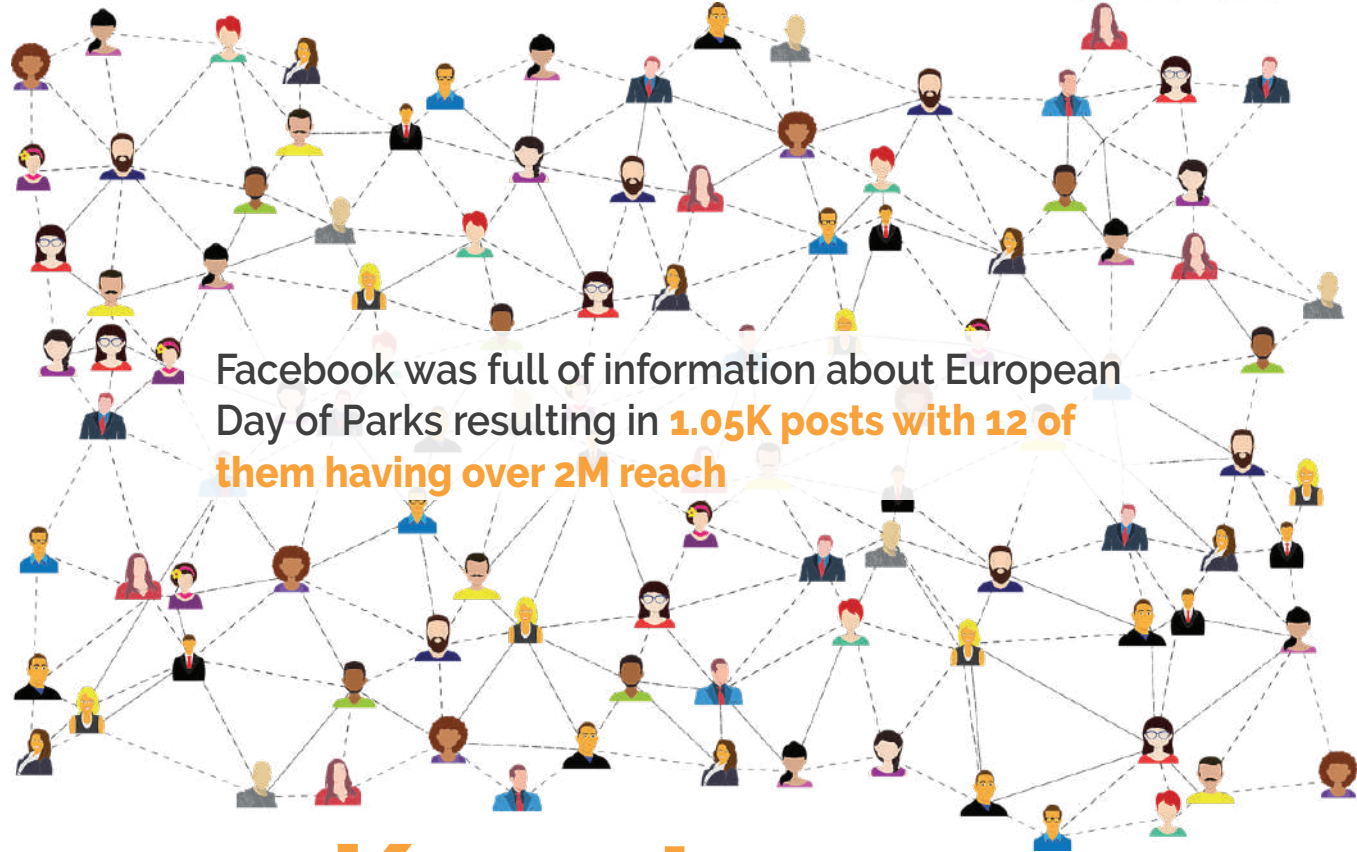
Over 600 Tweets from all over the world invited everyone to join the celebration in their Parks and enjoy their Natural Treasures. Most Tweets came from the UK, and were followed by Spain and Italy.



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Facebook was full of information about European Day of Parks resulting in **1.05K posts** with **12 of them having over 2M reach**

1.05K posts

12 posts with more than 2M reach

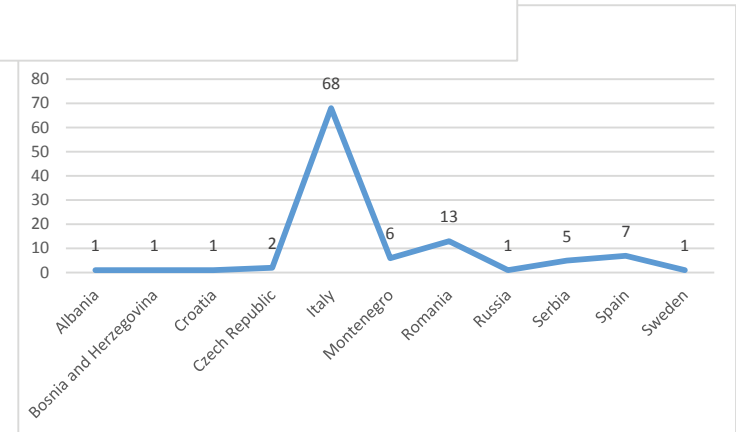
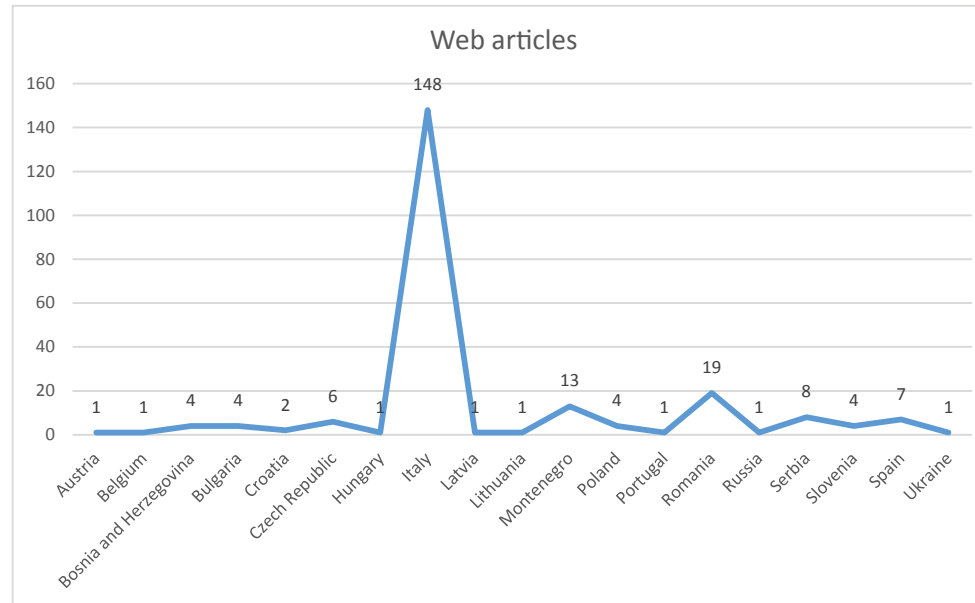


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Online articles & Blog posts #EuropeanDayofParks



Over 200 online articles, and over 100 blog posts pointed out, once more, the importance of saving and appreciating lungs of our cities. Italy was again most active in spreading the word with more than hundred articles and almost 70 blogs.



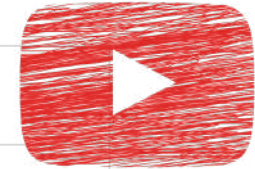
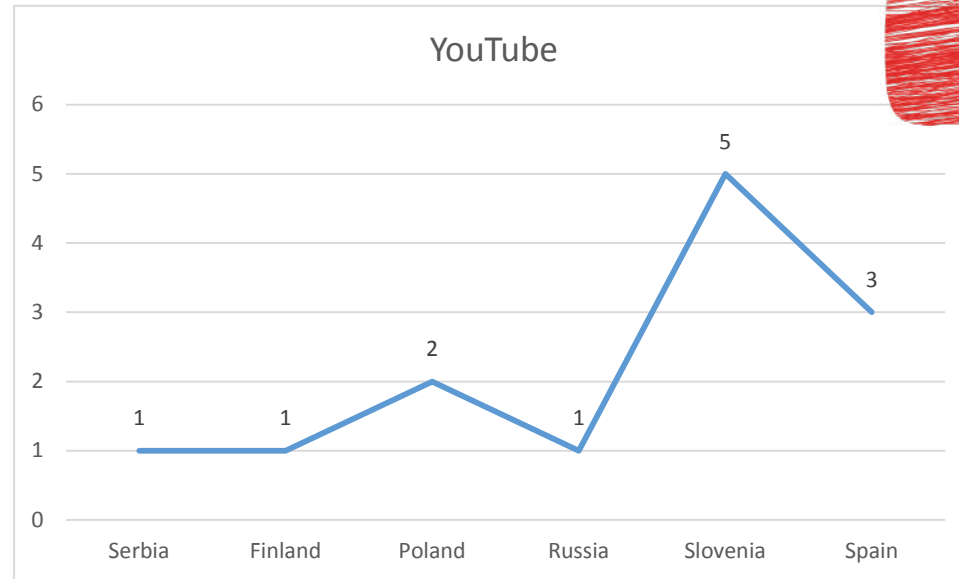
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Videos

#EuropeanDayofParks



On YouTube we have videos coming from Finland, Poland, Russia, Serbia, Slovenia and Spain.

Our own promotional video in several different languages got **more than 600 views - and together with Facebook, it reached almost 2000 views!**



Get ready for the European Day of Parks 2019!

www.youtube.com/EUROPARC2



The European Day of Parks is promoted by:

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