



CITY OF REDDING

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P R E S S R E L E A S E

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*Win Money for Your Favorite Park or Trail
Parke Diem 2017 Project Nominations Are Now Open*

Carpe Diem, a Latin phrase coined in 23 B.C, literally translates to “seize the day.” “Parke Diem” pays homage to this historic aphorism by challenging Redding residents to support the city’s many beloved parks. This year, a partnership of United Way of Northern California, Rotary Club of Redding East, and the Redding Parks Foundation is seeking your nominations for a park or trail to be the focus of this year's effort and the recipient of a \$10,000 upgrade.

Past projects have included new nature trails, playground upgrades, neighborhood bulletin boards, invasive species removal projects, and more. Parke Diem participants also used the opportunity to connect with friends, acquaintances and neighbors. Supporters of the event hope that Parke Diem will become a valued city-wide tradition, and advance its purpose and goals will fuel individuals and park advocates around the city to instigate other park revitalization initiatives. Neighbors can nominate their park project by taking the survey found through the following link: <https://www.surveymonkey.com/r/ParkeDiem2017> . Nominations will be accepted for projects within the City of Redding. For this link and additional information see the Redding Parks website at www.reddingparks.com or call (530) 245-7176.

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