



FAIRFAX COUNTY PARK AUTHORITY



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Park Authority Wins Prestigious National Marketing Award

The Fairfax County Park Authority has been selected by the National Recreation and Park Association to receive the 2014 Kudos Marketing Award, which is presented annually to a park and recreation agency that increases the public’s awareness through marketing and communications. The Park Authority is being recognized for a campaign developed for the 2013 Partners in Preservation program, in which the agency competed against 24 other historic sites to win grant funding for historic renovations. The award will be presented at the upcoming NRPA Congress and Exposition in Charlotte, N.C. this fall at the Best of the Best Ceremony.

On March 1, 2013, Fairfax County Park Authority’s Colvin Run Mill (c.1811) was selected as one of 25 finalists in a web-based voting contest sponsored by the National Trust for Historic Preservation and American Express. At stake in the Partners in Preservation (PiP) contest was a grand prize of \$100,000 for the site that generated the greatest number of votes in the 16-day contest held last spring. Additional grants totaling nearly \$1 million were awarded based on campaign participation, creativity and other criteria determined by the PiP judges.

Colvin Run Mill finished fourth in the campaign and received a \$75,000 grant. The PiP grant is being used to restore the mill’s grain elevator. Additional park bond funding will cover the cost of restoring the second and third floors with c.1811 drying and sifting equipment. When the project is complete, Colvin Run Mill will be one the few fully restored, operational mills in the world.

The overall message conveyed in this campaign was a call to action asking the public to vote to help fully restore Colvin Run Mill. The goal was to get as many people as possible to vote daily to help ensure the modern marvel of yesterday would be around for generations to come. A diverse, 15-person committee was selected to develop a strategic, multi-generational campaign strategy targeting internal and external audiences.

Since the National Trust’s contest was being held in the national capital region, Colvin Run Mill’s campaign materials were designed with the feel of messages one might have seen during a political campaign in 1811, the year the mill opened. The logo creatively meshed the iconic element of the mill wheel with the campaign slogan. More than a dozen campaign related items were created, either for print or electronic use, and the theme artwork was adapted and carried successfully throughout.

For more information, call the Public Information Office at 703-324-8662.



If accommodations and/or alternative formats are needed, please call (703) 324-8563, at least 10 working days in advance of the registration deadline or event. TTY (703) 803-3354.