

# MADISON PARKS

## Public Information Office

**Board of Park Commissioners Presentation**

**July 10, 2019**



# MEDIA

March – June 2019

## Reach

- Local television – WISC, WMTV, WKOW, WMSN
- Madison Magazine
- Wisconsin State Journal
- Capital Times
- Madison.com
- Wisconsin Public Radio
- National Public Radio
- WIBA sports radio
- Isthmus
- Madison Essentials Magazine

## Highlights

- Overall park feature stories
- Ride the Drive
- Goodman Pool – opening day
- Golf Courses
- Volunteer - #trashtag, Earth Day Challenge
- Conservation
- Beaches
- Forestry
- Reindahl Imagination Center
- Law Park- preliminary report
- Orton Park
- Disc Golf
- Breese Stevens

# RIDE THE DRIVE

- 3 parks
- 4 miles
- 32 vendors
- 233 Parks Prize Pass returned
- 9,000 estimated participants



-  Brittingham Park
-  Olin Park
-  Law Park

RideTheDrive.com

Parks Prize Pass



Photo courtesy Instagram: @deanokatie



Photo courtesy Instagram: @taylorofferdahl

