



## Our Focus

Although parks often seem free, they are not. Protected areas of all shapes and sizes require funding, attention, labor, and resourcing to maintain their condition. In return, they provide a host of cultural, economic, and environmental values to society. This virtuous **Park Cycle** is what the Institute works to strengthen and grow.



## Our Goals

*reinforce the park cycle*

1. **Communicate park benefits and values** to different sectors of society
4. **Drive innovative research** on sustainable park access and collaborative conservation

## The Park Cycle



2. **Promote partnership models** that build support from new audiences
3. **Develop career pathways** for a strong and diverse conservation workforce



## Our Mission

The Institute's mission is to connect communities, organizations, researchers, and park leaders so that parks can provide the most value to people and the planet. We show how every community benefits when parks are supported. We show that the park cycle can grow. We show **why parks matter**.

The Park Institute of America is located on the campus of its affiliated research institution, the Nicholas School of the Environment at Duke University.

📞 919.229.9554

🌐 [www.whyparksmatter.org](http://www.whyparksmatter.org)

✉ [info@parkinstituteofamerica.org](mailto:info@parkinstituteofamerica.org)







“The ultimate test of man’s conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard.”

— Gaylord Nelson

[www.whyparksmatter.org](http://www.whyparksmatter.org)

Visit our website and tell us what parks mean to you

This park is my...



PARK INSTITUTE OF AMERICA  
P.O. Box 61847  
Durham, NC 27715



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“We do not inherit the earth from our ancestors, we borrow it from our children.”  
— Navajo Tribal proverb

