



## **FOR IMMEDIATE RELEASE:**

Newberry, FL, July 15, 2008: **National Alliance for the Development of Archery (NADA)** has signed a two-year national partnership agreement with the country's leading membership organization of municipal recreation agencies, **National Recreation and Parks Association (NRPA)**. Funding for this partnership has been provided by the **Easton Sports Development Foundation II (ESDF II)**.

The purpose of the partnership is to gain a closer relationship with NRPA and greater access to their membership of municipal recreation agencies, YMCA's, military base recreation facilities and special interest recreation associations that make up the network of NRPA. It is the goal of this partnership to expand archery as a community activity in recreation departments.

### **The partnership is in several parts:**

NRPA will facilitate funding grants to recreation agencies who qualify to start archery programs. This funding, 100 grants of \$500 each for a total of 200 grants over two years, can be used to purchase equipment or archery program materials for the After School Archery Program (ASAP) that is facilitated by NADA on behalf of National Field Archery Association and USA Archery. One hundred grants will be distributed for each of the two year partnership. NRPA will create an online application form accessible from their website, and will screen the applicants with final approval being given by NADA. Those agencies that have access to USA Archery/NFAA certified instructors in their areas will be given priority.

NRPA will provide NADA regular advertising space in their membership magazine to promote archery as a community sport, space in their website for agencies to learn about archery, and regular announcements to agencies about archery and ways to start programs.

NRPA will also consult with NADA on a regular basis to broaden ways to make archery even more accessible to recreation agencies.

For its part, NADA will create printed marketing pieces aimed at both youth and adult program leaders showing how easy it is to transition from an initial archery program in a school or camp, to ASAP and other types of long-term programs. This includes a youth handout that will guide a new archer through the transition of their initial introduction into the exciting world of archery through ASAP. A program leader booklet is also being created, that will guide the school teacher, camp director or recreation staffer on how to transition from an introductory program into longer term programs such as ASAP and clubs. Funding for these materials has also been provided by ESDF II.

The national partnership will be announced through NRPA very shortly, and will be the highlight at the NADA and NRPA booth exhibits at the annual NRPA Congress and convention in Baltimore, MD this October.

### **How to get involved:**

If you are a certified instructor or coach, alert your local recreation agency that start-up grants are available through NRPA. Contact **Chris Zink** at NADA for promotional materials to help you reach these agencies.

If you are an agency, contact Chris at NADA with questions about the sport, or to NRPA to apply for a grant.

Many thanks to Easton Sports Development Foundation II for this investment in community archery!

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