



Celebrating
100 years of
memories in
Michigan's
most beautiful
destinations



Look back, give forward.



Website

Michigan.gov

KEY TOPICS | CONTACT US | DOING BUSINESS | SEARCH

THE DEPARTMENT OF
NATURAL RESOURCES

THINGS TO DO | PLACES TO GO | BUY & APPLY | EDUCATION & SAFETY | MANAGING YOUR RESOURCES | ABOUT US

DNR / PLACES TO GO / STATE PARKS /

**MICHIGAN
100
YEARS
STATE PARKS**
est. 1919

LOOK BACK, GIVE FORWARD.

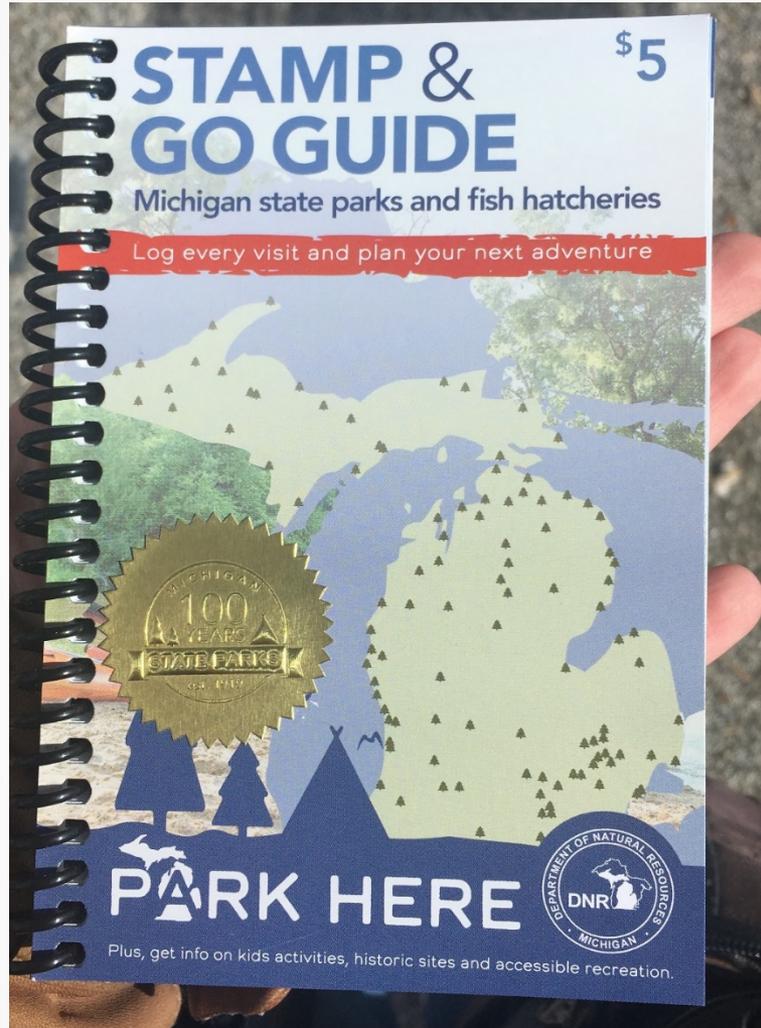
Celebrate 100 years of freshwater fun, starry nights and memories made in Michigan state parks by sharing your stories and supporting the places we all love.

Go online to book your next adventure: [MAKE A RESERVATION](#)

LOOK BACK

michigan.gov/stateparks100

Stamp & Go book



Michigan state park centennial

Park marketing materials

- posters
- table tents
- banners
- magnets
- flyer templates
- Pennants



Michigan state park centennial

Campaign Timeline



Look back, give forward.

Launch 1: Nov. 9

Soft launch (friends and family)

Launch 2: mid January

Announce the Centennial Year
(broader audience)

Launch 3: Week of May 7-12

Kick off centennial summer, celebrate official 100-year birthday
(broader audience)





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