



**Pittsburgh  
Parks  
Conservancy**

**FOR IMMEDIATE RELEASE**

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**PITTSBURGH PARKS CONSERVANCY LAUNCHES LIFE REIMAGINED**

*New Initiative Promotes Safe Ways to Enjoy Pittsburgh Parks as Busy Holiday Weekend Approaches*

**PITTSBURGH – JULY 2, 2020** – As park use continues to skyrocket against a backdrop of rising COVID-19 cases in Allegheny County, the Pittsburgh Parks Conservancy ([pittsburghparks.org](http://pittsburghparks.org)) has launched [Life Reimagined: The Parks Pack](#), a new initiative designed to help people safely navigate upcoming visits to city parks, not just as the pandemic continues, but also as a new way of life emerges after the crisis.

“Parks usage is up by nearly 66% in Allegheny County according to the latest tracking data,” said Catherine Qureshi, acting chief operating officer, Pittsburgh Parks Conservancy. “With the beautiful weather we are experiencing and the holiday weekend coming up, we’re excited to see even more visitors. That’s why it’s more critical than ever that everyone practice healthy and safe behaviors in our parks.”

Life Reimagined: The Parks Pack contains a suite of digital resources with tips and guidance on the best ways to enjoy a variety of park activities. They include instructions for hosting a physically distant picnic, where to find a new park or trail, and how to practice mindfulness exercises on a sunny park lawn or under a tree.

Other highlights include colorful infographics detailing proper mask use and physical distancing, playground safety, and how to protect yourself while hiking and biking.

[Life Reimagined](#) is the newest of several digital initiatives launched by the Parks Conservancy during the COVID-19 global pandemic. Last month, the Conservancy launched [Parks on the Go](#), which provides a full range of environmental programming and experiences such as virtual tours, education resources for Pre-K through 12 educators, tools and activity ideas for families and caregivers, and much more.

To protect the general health and well-being of the community, the Parks Conservancy continues to provide park users with up-to-date park information and new resources through its [COVID-19](#) webpage and social media channels.

To learn more about [Life Reimagined](#) and other digital initiatives developed by the Pittsburgh Parks Conservancy, visit [pittsburghparks.org](http://pittsburghparks.org).

The Pittsburgh Parks Conservancy also is part of [Artsburgh.org](http://Artsburgh.org), a partnership of more than 40 regional museums and cultural institutions, organized through the Greater Pittsburgh Arts Council. Recently re-engineered in response to COVID-19, the expanded [Artsburgh.org](http://Artsburgh.org) website now includes information regarding an organization's re-opening procedures, including new safety guidelines for visitors, as well as two direct links to an organization's digital programming.

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**About Pittsburgh Parks Conservancy:**

The Pittsburgh Parks Conservancy was founded in December 1996 by a group of citizens concerned with the deteriorating conditions of Pittsburgh's historic city parks. A non-profit organization, the Parks Conservancy works closely with the City of Pittsburgh under an official public-private partnership agreement to restore and improve the city's park system to its full potential. To date, the Parks Conservancy has raised nearly \$130 million and completed 22 major park improvement projects. The Parks Conservancy works with thousands of volunteers, hosts hundreds of events, and provides programming for more than 7,500 children annually.