



## Park Institute of America Announces Partnerships With Aramark and Wild Tribute

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*New Programs Enhance Awareness and Support Preservation of National Parks and Public Lands*

CATHARPIN, Va.--(BUSINESS WIRE)--Jan. 27, 2021-- As part of its mission to celebrate and preserve America's most beautiful natural landscapes, the Park Institute of America, a not-for-profit organization that seeks to maintain the integrity and vibrancy of America's National Parks and ensure that the country's valuable cultural and environmental resources endure, today announced partnerships with Aramark (NYSE: ARMK) and Wild Tribute, an apparel company founded to honor the national parks and public lands and to support America's "Wild and Historic Places."

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210127005116/en/>



As the concessioner and hospitality partner for America's most premier national and state parks and other leading leisure and cultural attractions, this announcement exemplifies Aramark's robust environmental stewardship.

"This partnership with Aramark will further enhance our ongoing efforts to ensure the country's valuable cultural and environmental resources endure," said Maureen Finnerty, Board Chair, the Park Institute of America. "Together with Aramark, we look forward to expanding these efforts and developing new ways to achieve our mission."

"Our parks are National treasures and these partnerships and collective efforts will help promote public awareness about their importance and serve as a reminder of America's natural beauty," said Bruce W. Fears, President & CEO of Aramark's Leisure Division and Board Member of the Park Institute of America. "We've always had a deep respect for the environment, and these programs will further advance our commitment to preserving, protecting and renewing the great outdoors."

The Park Institute of America (PIA) has partnered with Aramark and Wild Tribute. Proceeds from Aramark's sales of Wild Tribute's custom designed "4 the Parks" t-shirt will benefit the PIA. (Photo: Business Wire)

Collectively, these organizations will support the parks through Wild Tribute's "4 the Parks" initiative, which pays homage to adventures and nature and supports programs such as restoring trails and planting 50 million trees for the National Forest Foundation.

Wild Tribute's custom designed "4 the Parks" brand t-shirt design will be sold [online](#) or in Aramark-managed retail outlets at national and state parks, with 4% of the proceeds donated to the efforts of the Park Institute of America.

Aramark partners with the country's top travel destinations and vacation spots to deliver innovative hospitality, recreational and interpretive programs, including Crater Lake National Park, Denali National Park & Preserve, Glacier Bay National Park & Preserve, Mesa Verde National Park, Olympic National Park, Glen Canyon National Recreation Area, Olympic National Forest, Lake Tahoe Basin National Forest, Yosemite National Park, and Colonial Williamsburg.

"We are proud to have our custom designed merchandise in these national and state parks," said Brian Stowers, President of Wild Tribute. "And we are grateful to the people that support our mission, along with the efforts of organizations like Aramark and the Park Institute of America. We believe national park-goers understand and respect these lands and want to see them preserved for future generations; our apparel is designed for them."

The mission of Wild Tribute's "4 the Parks" endeavor was sparked by the beauty of national parks such as Yosemite, Olympic and Mesa Verde. To support these lands, Wild Tribute developed a conscious business model to help preserve the legacy of the national parks.

Aramark's Leisure division has introduced long-term environmental stewardship programs concentrated on Zero Landfill, Energy and Water Conservation, Transportation, and Waste Management. Aramark is a platinum partner for Leave No Trace Center for Outdoor Ethics, Canned Water 4 Kids, and Clean the World, an organization which collects and recycles soap and hygiene amenities and distributes them to impoverished communities throughout the world.

More information about the programs and upcoming events developed through these new partnerships can be found at Nation's Vacation by Aramark ([www.TheNationsVacation.com](http://www.TheNationsVacation.com)). For more information about Wild Tribute, visit [www.WildTribute.com](http://www.WildTribute.com).

## About the Park Institute of America

The Park Institute of America seeks to use a variety of platforms to connect with multi-generations; provide training for the future generation of conservation leaders; work with other organizations to create a collective strategy to discuss and resolve issues and share best practices; and develop new technologies and ideas to promote innovative practices for conservation, visitor use and sustainable access of the parks and public lands. Two of the organization's other notable partnerships include the Nicholas School of the Environment at Duke University and the Coalition to Protect America's National Parks. For more information about Park Institute of America, visit [www.ParkInstituteofAmerica.org](http://www.ParkInstituteofAmerica.org).

## About Aramark

Aramark (NYSE: ARMK) proudly serves the world's leading educational institutions, Fortune 500 companies, world champion sports teams, prominent healthcare providers, iconic destinations and cultural attractions, and numerous municipalities in 19 countries around the world. We deliver innovative experiences and services in food, facilities management and uniforms to millions of people every day. We strive to create a better world by making a positive impact on people and the planet, including commitments to engage our employees; empower healthy consumers; build local communities; source ethically, inclusively and responsibly; operate efficiently and reduce waste. Aramark is recognized as a Best Place to Work by the Human Rights Campaign (LGBTQ+), DiversityInc, Equal Employment Publications and the Disability Equality Index. Learn more at [www.aramark.com](http://www.aramark.com) or connect with us on [Facebook](#) and [Twitter](#).

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