



## Aramark Destinations Announces 'Landmarks of Legacy' Initiative to Celebrate America's 250th Anniversary

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PHOENIX--(BUSINESS WIRE)--May 21, 2026-- As America nears its 250th anniversary, [Aramark Destinations](#) is proud to introduce Landmarks of Legacy, a multi-faceted initiative designed to engage guests in immersive experiences that celebrate the country's past, present, and future. This cross-property, guest-facing campaign aims to connect Aramark's vast portfolio of destinations through storytelling, historical preservation, and unique, location-based experiences.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260521135949/en/>



From the East Coast to the West, the Landmarks of Legacy program will come to life across Aramark Destinations' nationwide portfolio.

opportunities for visitors to engage with America's history in meaningful ways. From the East Coast to the West, the program will come to life across Aramark Destinations' nationwide portfolio, with experiences ranging from onsite activations – like Fourth of July cruises with SpiritLine Cruises in Charleston and the new America250 camping and rafting package at Adventures on the Gorge in the mountains of West Virginia – to specialty cocktails enjoyed against the scenic backdrops of iconic western locations like The Lodge at Bryce Canyon in Utah and The Ahwahnee at Yosemite National Park in California.

Guests will also have access to [LandmarksofLegacy.com](#), a central hub to explore all participating destinations, discover new experiences, and stay updated on limited-time offerings. This interactive platform will enable visitors to plan their trips while learning about the unique history of each destination.

From onsite activations to commemorative retail collections and regionally inspired food offerings, Landmarks of Legacy encourages guests to experience the stories and traditions that define each destination. These moments offer a hands-on approach to history, from enjoying a Red, White and Blue Mojito at a local bar to purchasing commemorative items like campfire mugs and Hasbro's limited-edition Trivial Pursuit game.

"America250 is not only a historic milestone for the country, but also for the parks, landmarks, and local businesses that welcome millions of visitors each year," said Sasha Day, President and CEO of Aramark Destinations. "Landmarks of Legacy allows us to spotlight the unique history of these destinations while helping guests engage with them in memorable and meaningful ways."

Some highlights of Landmarks of Legacy include:

- Limited-edition items such as T-shirts, pint glasses, and exclusive America250 merchandise offer guests the chance to take home a piece of history.
- Guests can indulge in innovative menu items such as the Red, White & Blue Burger or the All-American Cookout featuring regional hot dogs from iconic American cities, along with celebratory drinks like the "Sparkler" cocktail and the "Firecracker" mocktail.
- Aramark is offering exclusive tours, including the Gray Line of Charleston's *America250 Bus Tour*, which immerses guests in the stories behind America's fight for independence.

Over the coming months, Aramark Destinations will continue to roll out new initiatives, bringing history, culture, and stewardship to the forefront of the guest experience. To explore participating destinations and learn more about Landmarks of Legacy, visit [LandmarksOfLegacy.com](#).

### About Aramark Destinations

Aramark Destinations delivers authentic and memorable experiences at iconic locations across the United States. From national and state parks to protected lands, conference centers, and specialty hotels, Aramark Destinations provides industry-leading hospitality, lodging, and recreational amenities that inspire, restore, and connect guests with the outdoors. Visit Aramark Destinations' [website](#) to learn more or connect on [LinkedIn](#).

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