

**FOR IMMEDIATE RELEASE**

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**25<sup>th</sup> YEAR BRINGS NEW LOGO, NEW TAGLINE FOR ST. CHARLES COUNTY PARKS**

**ST. CHARLES COUNTY, MO** – The St. Charles County Parks Department is starting off its 25<sup>th</sup> Anniversary by unveiling a new logo and tagline that better illustrates the energy and growth of the Parks system. The County has acquired 21 parks—17 which are open and four in reserve—since the system began in 1997 with voter approval of a local use tax on out-of-state purchases used exclusively for parks.

The new logo reflects the transformation St. Charles County Parks have made over the years. The graphics, typography and colors bring a fresh new look and feel as more and more people are visiting St. Charles County parks.



“In only four years, our parks attendance has grown by almost 3 million,” says Parks Director Ryan Graham. “We want to celebrate the success of our parks with a new image that reflects not only who we are, but what we provide to county residents.” Graham says attendance for 2018 was approximately 1.5 million and topped 4.4 million in 2021.

The logo uses vibrant orange, teal, and green colors to represent adventure, water, and natural area—all of which are abundant in St. Charles County Parks. These colors match the County’s new Kinetic Park logo, a rebranding that occurred with the renaming of the Youth Activity Park in May 2021.

The new tagline—“built by nature. rooted in history. made for play.”—embodies the rich landscapes and natural beauty, the historic sites and scenery, and the activities and amenities of St. Charles County Parks. These three phrases epitomize the department’s unique parks, diverse facilities and broad range of programs and special events for all ages to enjoy, in addition to features that enhance the region’s historical and natural environmental heritage.

To learn more about St. Charles County Parks amenities, activities, and programs, visit [stccparks.org](http://stccparks.org) or look for us on Facebook!

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**About St. Charles County Parks and Recreation:**

*The St. Charles County Parks & Recreation Department was created in 1997 after voters approved a local use tax with the sole purpose of park land acquisition, development, operations, and maintenance. The department's mission is to preserve natural and historic features in areas throughout the county for the use of future generations.*

*Today, the department has 17 parks open to the public and four in reserve with a total of 4,151 acres. From historic homesteads to a skate park; from camping, hiking, biking, and fishing to weddings and educational classrooms, there's something for everyone in St. Charles County Parks. For more information and specifics about each park, amenities, trails, and more, visit [stccparks.org](http://stccparks.org).*

**About St. Charles County:**

*St. Charles County, Missouri, founded in 1812, is one of the fastest growing counties in Missouri. With a population of 405,262, is it the state's third largest county. It is home to 21 scenic county parks of which four are in reserve, encompassing 4,151 acres.*

*With one of the largest economies in the state, St. Charles County is home to multinational companies including General Motors, Citi, MasterCard Worldwide and Boeing. It is ranked among the top 25 counties in the nation in high-tech job growth by the Progressive Policy Institute and consistently has the lowest unemployment rate in the Metropolitan St. Louis area.*

*St. Charles County Government has more than 1,170 employees in more than 30 departments and offices who work to make the county an excellent place to live, work and shop. For more information, please visit [sccmo.org](http://sccmo.org).*