



## For Immediate Release

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### **ARAMARK Helps Secure \$1 Million Donation to National Park Foundation**

*Grant will fund NPF's new First Bloom project connecting children to National Parks*

**PHILADELPHIA — October 22, 2007 —** ARAMARK, a professional services organization and leading concessionaire of parks, resorts and hospitality services, has helped secure a \$1 million grant to the National Park Foundation as the initial and lead sponsor of the Foundation's newly unveiled First Bloom project.

First Bloom was created in conjunction with the Lady Bird Johnson Wildflower Center, for children to participate in hands-on natural resource protection activities in National Parks. The First Bloom project, honoring the work of Lady Bird Johnson, was launched by the National Park Foundation and Honorary Chair, Mrs. Laura Bush.

The donation is the first investment in the First Bloom project and represents the largest donation ever given to the Foundation by the company. The gift will be distributed over a period of 10 years beginning in 2008 and will fund the First Bloom project in five initial cities.

"ARAMARK is proud to support the National Park Foundation and our National Parks through the First Bloom project," said Bruce Fears, president, ARAMARK Harrison Lodging. "Today's youth represent our future environmental stewards and this program enables us to educate them about the importance of making a connection between the preservation of National Parks and protection of their local communities' natural resources."

Working together, the Foundation and the Lady Bird Johnson Wildflower Center will team with the National Parks Service and community organizations, such as Boys and Girls Clubs, to offer workshops about native plants, seed cultivation, and garden design. In our National Parks, children will learn to identify and remove invasive species, and will return native plants to their homes. Community leaders will work with the National Park Service will help children design nature gardens in their own neighborhoods.

"The First Bloom project will inspire transformational outdoor experiences for our young people," said Vin Cipolla, president and CEO, National Park Foundation. "This generous contribution means that we can begin working with children and community groups in five cities by spring 2008."

As an authorized concessionaire for the National Park Service, ARAMARK Parks & Resorts, a division of ARAMARK Harrison Lodging, offers on-site lodging, camping, first-class dining, a variety of recreational activities, interpretive tours, and special events and programs in many National Park settings. ARAMARK is committed to protecting and restoring the nation's natural, cultural and historical resources for the enjoyment, education and inspiration of this and future generations.

First Bloom will start in five pilot cities – Austin, Texas, Washington, DC, New York City, Philadelphia, Penn. and Los Angeles, Calif. – with the goal of spreading across the National Park system. The ultimate objective is to give children a sense of pride in our natural resources, and to encourage them to be good stewards of National Parks.

### **About the National Park Foundation**

The National Park Foundation ([www.nationalparks.org](http://www.nationalparks.org)) is a 501(c)(3) organization chartered by Congress in 1967 to continue a century-long tradition of private philanthropy ensuring funding to preserve and enhance the legacy of our National Parks. As the official non-profit partner of America's National Parks, the National Park Foundation does not receive federal appropriations for their support. The National Park Foundation serves to strengthen the connection between the American people and their national parks by raising private funds, making strategic grants, creating innovative partnerships and increasing public awareness. Support of the National Park Foundation ensures that the evolving history and rich heritage of our Nation remains vital and relevant.

### **About ARAMARK**

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's list of "America's Most Admired Companies," ARAMARK has consistently ranked as one of the top three most admired companies in its industry as evaluated by peers and industry analysts since 1998. The company was also ranked first in its industry in the 2006 FORTUNE 500 survey. Headquartered in Philadelphia, ARAMARK has approximately 240,000 employees serving clients in 18 countries. Learn more at the company's Web site, [www.aramark.com](http://www.aramark.com).

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