

## Joshua Tree National Park to host annual Night Sky Festival

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**TWENTYNINE PALMS, CA, Aug. 31, 2023** — Joshua Tree National Park will host the eighth annual Night Sky Festival from Oct. 13-14, 2023. The festival celebrates Joshua Tree National Park's night sky, recognizing it as a protective haven for some of the last remaining dark skies in the United States.

Hosted primarily at the Sky's the Limit Nature Center and Observatory, just outside the north entrance of Joshua Tree National Park, this two-day event offers an exciting lineup of activities, including captivating talks by NASA speakers, a night sky photography workshop, telescope use classes and more. The Night Sky Festival not only offers astronomical activities but also plays a crucial role in fostering public awareness about the importance of preserving our dark skies.

"Preserving our dark skies is not just an obligation, but a privilege that we take to heart at Joshua Tree National Park," said Jane Rogers, superintendent of Joshua Tree National Park. "The Night Sky Festival brings our mission to life, allowing visitors to connect with the cosmos while understanding the significance of protecting our natural wonders."

**Please note that this is a ticketed event with limited capacity.** The festival is sponsored and organized by non-profit organizations Joshua Tree Residential Education Experience, or JTREE, and Sky's The Limit Observatory and Nature Center, in partnership with Joshua Tree National Park.

### Important Tips for Attendees:

- Remember to bring a red flashlight; white lights are not permitted around telescopes.
- Dress warmly for comfortable stargazing.
- Please note that dogs are not allowed at telescope viewing events.

For detailed information, including ticketing details, event schedules and updates, please visit the [2023 Night Sky Festival event page](#).

### About Joshua Tree National Park:

In 2017, Joshua Tree National Park announced that it achieved International Dark Sky Park status through the International Dark-Sky Association. The certification is awarded

to parks that have retrofitted at least 67% of their exterior lights to be dark-sky friendly and maintain outreach programs. For residents of the greater Los Angeles area – Joshua Tree National Park is the nearest convenient place to go stargazing under a relatively dark sky.

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**Social media ad/promo:**

Share text: *Calling all stargazers! 🌟 The 2023 Night Sky Festival is back on Oct. 13-14 at Joshua Tree National Park. Explore the cosmos, learn from NASA experts and capture the night sky's beauty through a photography workshop. Learn more and get your tickets at >>> <https://bit.ly/3ZxBPwe>*



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PowerPoint:

# 2023 Night Sky Festival Communications



## Situational Analysis

- The 2023 Night Sky Festival will be held on Oct. 13-14 at Joshua Tree National Park.
- The festival celebrates Joshua Tree National Park's night sky, recognizing it as a protective haven for some of the last remaining dark skies in the United States.
- Is organized by JTREE and Sky's The Limit Observatory, in partnership with the park.
- The Night Sky Festival is a ticketed event with limited capacity.



# Objectives

- Raise awareness and promote the 2023 Night Sky Festival, coordinating with JTREE and Sky's The Limit Observatory and Nature Center.
- Raise awareness about the importance of preserving our dark skies.

# Strategies and Tactics

**Strategy:** Promote the festival through various channels and tools

**Tactics:**

- News release: Coordinate with JTREE and Sky's The Limit Observatory and Nature Center on a news release.
- Social media posts:
  - Facebook, Twitter, Instagram
  - Create educational video/reel about dark skies and why preservation is important
  - Have recurring posts that promote the event
- Share event information on website

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*Please note that this entire document was created as part of the requirements for a writing assignment and not meant to be published nor to represent the organization(s) listed herein.*