

Outreach Toolkit

2026

TEXAS RECREATION & PARK SOCIETY

What's in the Unplug Texas Toolkit?

This toolkit is designed to help you generate positive community support, participation and media coverage for your Unplug Texas Day activities.

About Unplug Texas Day..... 3

Key Messages..... 4

Ideas For Action..... 5

Social Media Sample Copy..... 6

Proclamation & News Release Template..... 7

Unplug Texas Pledge..... 8

Logos…..... 9

Style Guidelines..... 10

Sample Social Sample Graphics..... 11

Sample Flyers..... 12

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About Unplug Texas Day

Unplug Texas Day is an official statewide observance starting October 21, 2026.

Governor Greg Abbott signed Senate Bill 2232 which encourages Texans to log off, get outside and rediscover the value of real-world connection through parks and recreation.

Led by the Texas Recreation and Park Society (TRAPS), Unplug Texas Day invites residents across the state to take a break from screens and "unplug and play" by visiting local parks, trails, pools, open spaces, and recreation centers. Inspired by Illinois' successful Unplug Illinois campaign, the initiative highlights the essential role that parks and recreation agencies play in supporting health, wellness, and community life.

We encourage cities, school districts, and parks and recreation departments across Texas to host events, offer free programming, and encourage residents to celebrate in their own way.

Questions & Media Inquiries

Email traps@traps.org or call (512) 267-5550.

*Please address media inquiries to Rich DePalma.

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Key Messages

- Through legislation S.B. 2232, we celebrate October 21 as Unplug Texas Day when Texas unites in play, creativity, friendship, adventure, and family.

- Inspired by Illinois' successful Unplug Illinois program, this initiative encourages all Texans to take a break from electronic devices and reconnect with the world around them—through physical activity, creativity, and quality time in our parks and recreational spaces.

- The purpose of Unplug Texas Day is to support the mental and physical well-being of Texans by promoting outdoor engagement and reducing screen time.

- Whether it's enjoying a walk on a local trail, playing catch in a neighborhood park, or exploring our rich cultural sites, Unplug Texas Day reminds us of the value of unplugging and being present with our family and our communities.

- This observance is a call to action that can lead to increased park usage, stronger community connections, and better health outcomes across our state.

- Unplug Texas Day encourages Texans to be present, to play, and to value the incredible public spaces all around them.

- Unplug Texas Day was made possible through broad, bipartisan support in the Texas Legislature, thanks to the leadership of Senator Hinojosa and Representative Bumgarner, who championed the initiative.

- The Texas Recreation and Park Society (TRAPS) is a nonprofit professional organization that exists to advance the field of parks, recreation, and leisure services in Texas. With more than 2,600 members across the state, TRAPS promotes healthy lifestyles, conservation, and community enrichment through the power of parks and recreation.

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Ideas For Action

Plan a community event to celebrate Unplug Texas Day. Use the Unplug Texas taglines for inspiration!

Plug into Play!

Plan a playdate and picnic at a park. Encourage folks to bring their own picnic. Provide a food truck with a menu of items for purchase on site. Bring lawn games like frisbees, cornhole, hacky sacks, bubbles or other activities to keep folks engaged while socializing with each other.

Plug into Adventure!

Hiking, birding, kayaking, fishing - plan a community program that focuses on physical activity, nature and adventure. Partner with local experts to expand offerings and outreach.

Plug into Nature!

Host a volunteer event to beautify a park. Whether it's mulching or planting a pollinator garden, connecting with nature is key.

Plug into Texas!

Choose your own Texas adventure! From the Gulf coast to the west Texas mountains, east Texas piney woods and Panhandle plains, there are so many unique ways to highlight what makes your part of Texas so special.

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Social Media Sample Copy

- Join us on October 21 for Unplug Texas Day! Turn your phone off and get outside with [PARK AND REC AGENCY]. [INSERT A HASHTAG]

- Plug into Adventure! October 21 is Unplug Texas Day and we're inviting residents across the state to take a break from screens and "unplug and play" by visiting local parks, trails, pools, open spaces, and community centers. [INSERT A HASHTAG]

Hashtags:

#Unplug[YourTown]
#HowDoYouUnplug
#UnplugTexas
#TRAPS_Care

- Plugging into your local park and participating in community events brings the community closer together. Get plugged into your community on Wednesday, October 21 at [PARK OR FACILITY NAME HERE] to get active and celebrate Unplug Texas Day! [INSERT A HASHTAG]

- Take the pledge to unplug on October 21! Join fellow Texans across the state and unplug from technology and get outside to play! Plugging into the outdoors has many different health benefits including boosting the immune system, providing the daily dose of vitamin D and boosting focus and creativity. Take the pledge today! [INSERT A HASHTAG] [LINK TO PLEDGE FORM]

- Looking for a way to get active and healthy? Turn your phone off and get outside on October 21 as we celebrate Unplug Texas Day at [PARK AND RECREATION AGENCY OR FACILITY NAME HERE]. Celebrate with your neighbors at [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] and residents throughout Texas as we unplug and enjoy everything local park and recreation agencies have to offer. [INSERT A HASHTAG]

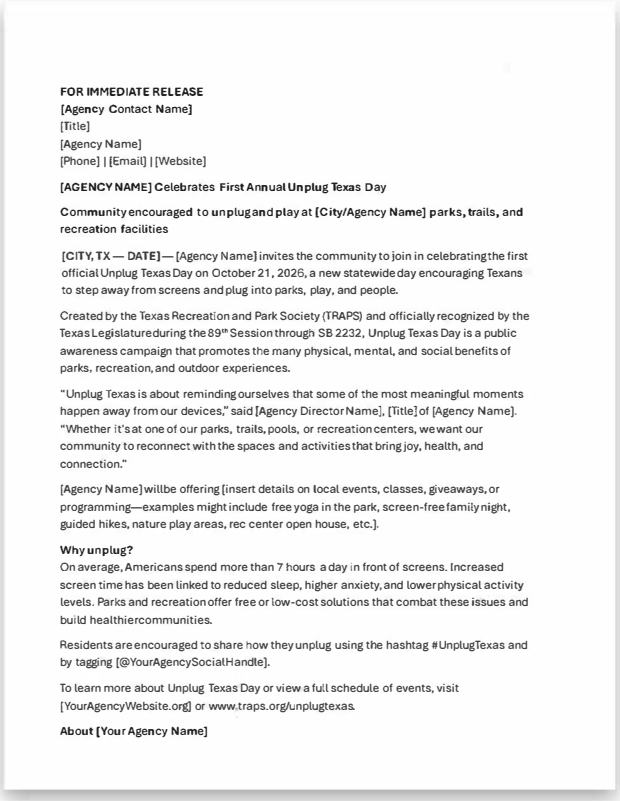
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Proclamations

A proclamation is an official designation of an event or initiative. Proclamations are a great way to educate the public about a specific issue and an effective tool for gaining public awareness of your event or initiative.

DOWNLOAD
THE PROCLAMATION TEMPLATE





FOR IMMEDIATE RELEASE
[Agency Contact Name]
[Title]
[Agency Name]
[Phone] | [Email] | [Website]

[AGENCY NAME] Celebrates First Annual Unplug Texas Day

Community encouraged to unplug and play at [City/Agency Name] parks, trails, and recreation facilities

[CITY, TX — DATE] — [Agency Name] invites the community to join in celebrating the first official Unplug Texas Day on October 21, 2026, a new statewide day encouraging Texans to step away from screens and plug into parks, play, and people.

Created by the Texas Recreation and Park Society (TRAPS) and officially recognized by the Texas Legislature during the 89th Session through SB 2232, Unplug Texas Day is a public awareness campaign that promotes the many physical, mental, and social benefits of parks, recreation, and outdoor experiences.

"Unplug Texas is about reminding ourselves that some of the most meaningful moments happen away from our devices," said [Agency Director Name], [Title] of [Agency Name]. "Whether it's at one of our parks, trails, pools, or recreation centers, we want our community to reconnect with the spaces and activities that bring joy, health, and connection."

[Agency Name] will be offering [insert details on local events, classes, giveaways, or programming—examples might include free yoga in the park, screen-free family night, guided hikes, nature play areas, rec center open house, etc.].

Why unplug?
On average, Americans spend more than 7 hours a day in front of screens. Increased screen time has been linked to reduced sleep, higher anxiety, and lower physical activity levels. Parks and recreation offer free or low-cost solutions that combat these issues and build healthier communities.

Residents are encouraged to share how they unplug using the hashtag #UnplugTexas and by tagging [@YourAgencySocialHandle].

To learn more about Unplug Texas Day or view a full schedule of events, visit [YourAgencyWebsite.org] or www.traps.org/unplugtexas.

About [Your Agency Name]

News Release

Earn media attention and coverage for your event or initiative.

DOWNLOAD
THE NEWS RELEASE TEMPLATE

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Unplug Texas Pledge

Take the pledge to unplug on October 21! Join fellow Texans across the state and unplug from technology and get outside! Plugging into the outdoors has many different health benefits including boosting the immune system, providing the daily dose of vitamin D and boosting focus and creativity.

Encourage your community to take the Unplug Texas pledge by filling out a quick form online.

visit: www.unplugtexas.org

TAKE THE PLEDGE



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Logos

These are the approved color and one-color logo formats. Any other color combinations fall outside the brand and are not recommended. White logos should always be placed on a blue background.













Texas logo graphic may be used in various print and digital applications but will always remain in full color. Colors should never be modified.

Style Guidelines

Approved Headlines

These are Unplug Texas taglines for use in social media copy, collateral material and news releases.

Plug into Play!
Plug into Texas!
Plug into Adventure!
Plug into Nature!

Pimary Color Palette



CMYK: 100 • 73 • 20 • 5
RGB: 0 • 75 • 152
WEB: #004B98



CMYK: 96 • 7 • 99 • 1
RGB: 0 • 157 • 79
WEB: #009D4F

Secondary Color Palette



CMYK: 100 • 87 • 33 • 23
RGB: 0 • 51 • 102
WEB: #003366



CMYK: 91 • 58 • 4 • 0
RGB: 3 • 105 • 174
WEB: #0369AE



CMYK: 73 • 0 • 84 • 0
RGB: 2 • 198 • 99
WEB: #02C663

Typography

TRADE GOTHIC BOLD

Arial Bold

Arial Regular

Social Media Sample Graphics

There are various social media graphic assets avaialbe for use and can be customized for your agency.



1200 X 1200 px



1080 X 1080 px



1080 X 680 px



1200 X 630 px

Unplug Texas Day Flyers

Flyer templates are available for download and can be customized with information and details for your agency. The Texas Recreation & Park Society logo, and your agency logo should be included in the footer.



11 x 17 in



8.5 x 11 in

Your department or agency logo here