



Jami Aggers
Director

Merry Mayhew
Assistant Director

3800 Cornucopia Way, Suite C, Modesto, CA 95358-9492
Phone: 209.525.6750 Fax: 209.525.6773

For Immediate Release

For more information contact:
Jami Aggers at 209-525-6770

Stanislaus County Parks & Recreation Reveals New Mascot

MODESTO – September 7, 2106 - Stanislaus County Parks & Recreation has recently unveiled their first official mascot, a friendly, adventurous bunny named Jack D. Rabbit. The mascot reveal took place at the Modesto Independence Day Parade, where you may have seen him riding along and waving to his new fans. With his big smile, rolled-up sleeves, and hiking boots that just barely fit his enormous feet, Jack personifies the spirit of adventure and encourages family fun spent in the great outdoors.

On the same day the department introduced us to Jack, they also launched a brand new website, logo, and promotional video highlighting the great amenities of our spectacular regional parks. All of these branding projects were completed in an effort to increase awareness of “The Big Five”, or Stanislaus County’s five regional parks, which include Frank Raines, La Grange, Laird, Modesto Reservoir, and Woodward Reservoir. Modesto Reservoir, Woodward Reservoir, and Frank Raines Regional Park have also recently launched a convenient online reservation system, where those looking to camp can choose and reserve a spot ahead of time.

Merry Mayhew, Assistant Director of Stanislaus County Parks & Recreation, shares her thoughts on the creation of Jack D. Rabbit, and what the new mascot seeks to accomplish:

“It’s our hope that Jack D. Rabbit’s warm smile and fuzzy tail will help attract fun-loving families in this area to enjoy all of the great things that these parks have to offer. Whether it’s camping or fishing, mudding, riding ATV’s, or a leisurely picnic in the park, we really do have something for everyone, and it’s all right here in Stanislaus County.”

To learn more, visit www.StanCountyParks.com. You can also follow @WeAreTheBig5 on Instagram to keep track of Jack D. Rabbit’s adventures and check out each of the parks that make up “The Big Five.”

Stanislaus County Parks & Recreation’s mission is to provide easy and fun access to the great outdoors to any and all segments of society at a reasonable price. Parks & Recreation is charged with implementing the policies established by the Board of Supervisors pertaining to the Regional Parks. Stanislaus County has five regional parks, which include, Modesto Reservoir, Woodward Reservoir, Frank Raines Regional Park, La Grange Regional Park and Laird Regional Park.

– # # # –