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ICONIC 'THAT'S MY PARK' ART SERIES MARKS 15 YEARS

*Friends of Santa Cruz State Parks-commissioned work
by Michael Schwab has become a local favorite*

JUNE 24, 2021—SANTA CRUZ, CA — It's been 15 years since the iconic *That's My Park* art series was introduced by Friends of Santa Cruz State Parks and the organization plans to celebrate the anniversary all summer with featured images and flash sales.

The well known images of Natural Bridges, The Forest of Nisene Marks, Seacliff, Wilder Ranch, Castro Adobe and Santa Cruz Mission have become quintessential symbols for these state parks and beaches, from the mystical moonlit redwood trees in Nisene Marks to the green hills rolling down to the white barn at Wilder Ranch. Created by award-winning artist Michael Schwab, the local park images evoke the 1930s WPA era, when Californians first voted to support State Parks.

"Michael Schwab captured the essence of our local parks and beaches in an enduring way," said Bonny Hawley, executive director of Friends of Santa Cruz State Parks. "Like the very places this art celebrates, these images are a part of our local fabric now."

Schwab's iconic *That's My Park* images can be found on T-shirts, long-sleeve shirts, hoodies, baseball caps, coffee mugs, magnets, lapel pins, posters, patches and stickers available at Friends' [ParkStore Online](#). The "That's My Park" anniversary celebration begins now. June will celebrate the Seacliff image — a deep orange and aqua blue enveloping the Cement Ship. Follow Friends on Instagram, Facebook and Twitter for fun facts, flash sales and more! All proceeds from purchases support local state parks and beaches.

About Michael Schwab

From his studio in Marin County, Michael Schwab has established a national reputation as one of America's leading graphic artists. He has created national-award-winning logos and posters for a remarkable list of prestigious clients, including Apple, Amtrak, The Golden Gate National Parks, Major League Baseball, Muhammad Ali, San Francisco Opera, Sundance and Sunset Books, among others. His work is easily recognized by his signature use of large, flat areas of color, dramatic perspectives and bold, graphic images of archetypal human forms. Learn more at www.michaelschwab.com.

About Friends of Santa Cruz State Parks

Established in 1976, Friends of Santa Cruz State Parks (Friends) is a vital partner with California State Parks, creatively working to ensure our cherished local parks and beaches are thriving and available to all. Friends' innovative and collaborative community partnership provides support and investment for education, equity and inclusion, conservation, facilities improvements, historic preservation and cultural events. Friends currently operates a robust online Park Store as well as ParkStores at Seacliff and Natural Bridges state beaches, and Santa Cruz Mission State Historic Park, offering nature- and history-themed merchandise for sale to benefit local parks and beaches. Learn more at ThatsMyPark.org or via Facebook, Instagram, Twitter, YouTube and Pinterest.

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