



Get FLO a Google Doodle

Objective: In celebration of Frederick Law Olmsted’s 200th birthday, the National Association for Olmsted Parks and the Olmsted200 campaign hopes to showcase the lasting legacy of FLO with a [Google Doodle](#). To make it happen— we need your help.

What Can You Do: There is power in our diverse and passionate voices. We are asking all our partners, network members, friends and fellow FLO fans to submit a request to Google for a FLO doodle on his bicentennial April 26, 2022.

How to Submit Your Request:

Use your own words! These are personal appeals, not form letters. Keep your request concise and clear. The suggested talking points and sample language below can help get you started.

Suggested Talking Points:

- Connect to your organization’s specific mission and passion for FLO
- Demonstrate FLO’s relevance to contemporary issues that are important to you and your community today, such as sustainability, community-building, and equity
- Use examples from your community to highlight FLO’s legacy of democratic spaces and values of community, health, and stewardship of the land
- Mention the bicentennial on April 26, 2022

Send your request to doodleproposals@google.com

Sample Email Language:

Hello,

April 26, 2022, marks the 200th birthday of Frederick Law Olmsted: author, journalist, public official, city planner, and father of American landscape architecture. His vision of public parks for all people — and their ability to strengthen communities and promote public well-being — are more relevant than ever.

We hope Google Doodle can showcase the incredible lasting legacy of Frederick Law Olmsted, a visionary who helped shape the American landscape we know today and champion the progress of democratic ideals.

Olmsted and his successor firms designed thousands of landscape projects across the country, notably Central Park, Prospect Park, Emerald Necklace, and the Biltmore Estate, transforming American life and culture. The National Association of Olmsted Parks is coordinating a robust campaign to celebrate Olmsted's legacy through events, education, and advocacy. With over 80 celebration partners, the Olmsted 200 campaign is off to a roaring start, renewing public and policy commitments to the preservation and maintenance of our historic parks and places.

For more information, please visit [Olmsted200](#) - I hope to hear from you soon!

Best,

[Sender's name]