Prospect Park Alliance Launches Prospect Park’s First App

*Interactive Map and Fun Games and Challenges to Help Visitors Discover New Adventures in Prospect Park*

BROOKLYN, September 22, 2016—Prospect Park Alliance has announced the launch of the first Prospect Park app. Through generous funding from the Brooke Astor Fund for New York City Education in The New York Community Trust, and with the help of re# Studio, the Alliance was able to create an app that will help visitors better navigate the Park and discover its many destinations and attractions. It is also intended to help visitors expand their knowledge of Park history, wildlife, nature and much more. The app is available for [iOS on the Apple store](https://apps.apple.com/us/app/prospect-park-app/id1189503135) and for [Android through Google Play](https://play.google.com/store/apps/details?id=com.prospectparkapp)

“Prospect Park Alliance is committed to enhancing the many ways that visitors experience Brooklyn’s Backyard,” said Alliance President Sue Donoghue. “The app will help our millions of annual visitors better navigate the Park and make the most of their time here.”

The app has an interactive map, designed to help visitors better explore the Park’s 585 acres, and features destination categories, from family-friendly fun to historic monuments, recreation, natural areas and places to enjoy with dogs. In addition, the Park can be grouped into regions, to encourage visitors to discover new areas. The app enables visitors to track their progress in the Park through an activity log.

A Learn + Explore section includes games and challenges that test knowledge of Park history, nature and trivia. Visitors can earn badges and prizes as they complete challenges. The app also keeps users up-to-date on Park news and events, how to get involved with the Prospect Park Alliance, and general information, including hours, directions, and more.

“The Alliance’s education programs at Lefferts Historic House and the Prospect Park Audubon Center are active learning adventures that inspire people to appreciate, learn about, share and protect the natural and built environments in Prospect Park,” said Maria Carrasco, Alliance Vice President of Public Programs, “This app is a great opportunity for visitors to connect more deeply with our rich history and diverse wildlife, whenever and wherever they find themselves in the Park.”

About Prospect Park Alliance

[Prospect Park Alliance](http://www.prospectpark.org) is a non-profit organization that sustains, restores and advances Prospect Park, Brooklyn’s flagship park, in partnership with the City of New York. The Alliance cares for the natural environment, restores historic design, and provides public programs and amenities for the Park, which receives more than 10 million visits each year. Learn more at [http://www.prospectpark.org](http://www.prospectpark.org).

About re# Studio

This Brooklyn-based team produces and develops software to empower and inspire clients & partners. Located at the heart of the flourishing Gowanus tech scene, re# has made a commitment to fostering strong connections with local companies and organizations.

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