

NIC Partners with Acadia National Park to Launch Digital Park Entrance Passes

Acadia National Park is the first park to launch "Your Pass Now"

OLATHE, Kan. - [Acadia National Park](#) and the [National Park Service](#) (NPS) have partnered with digital government services provider [NIC Inc.](#) (NASDAQ: EGOV) to launch "Your Pass Now," a pilot program that makes park entrance passes to Acadia available for purchase online. Acadia is the first of three national parks to pilot Your Pass Now, a new digital solution that provides an alternative to the traditional paper-based purchase method.

This Smart News Release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20160217005928/en/>



Acadia National Park (Photo Credit: Kristi Rugg)

"Today, many of Acadia's potential visitors conduct business on their smartphones, tablets, and laptops," said Acadia Superintendent Kevin Schneider. "Your Pass Now modernizes the sale of entrance passes and provides a digital alternative to purchasing the entrance pass in person."

Maine Senators Susan Collins and Angus King urged the NPS to offer park entrance pass sales online and to start with Acadia National Park.

"With the launch of this pilot program at Acadia, the national park system is entering a new era of accessibility," Senator King said. "Electronic park passes will not only make it easier for the American people to visit and enjoy our most treasured places, but they'll also help the Park Service maximize sales and generate new revenues. I applaud the Park Service for embracing the power of this technology and am delighted that Acadia is leading the nation in piloting it."

Your Pass Now allows visitors to Acadia to purchase a park entrance pass online in advance of their visit using their personal computer or mobile device, with no additional cost. Once purchased, the pass can be printed or reside on a mobile device for use at the park on the date of purchase or at a specified future date. Park staff validate the entrance pass by scanning the Quick Response code that is generated for each pass.

Spanning more than 47,000 acres, Acadia's hiking trails, campgrounds, and beaches attract more than 2 million visitors each year. With many entrances into Acadia, Your Pass Now is a critical step in collecting valuable revenue for both Acadia and the NPS to provide visitor support and ensure our national parks are protected and preserved for generations to come.

"NIC is honored to work with the National Park Service and Acadia National Park in their centennial year to launch Your Pass Now," said Robert Knapp, NIC Chief Operating Officer of NIC. "Not only does Your Pass Now add a new level of convenience and flexibility to those wishing to visit Acadia, Your Pass Now spreads understanding about how park entrance fees are needed and used to protect and maintain our treasured national parks."

In addition to Acadia, NIC was also selected by the NPS to provide Your Pass Now for Colorado National Monument and Theodore Roosevelt National Park in North Dakota.

About NIC Inc.

Founded in 1992, NIC (NASDAQ: EGOV) is the nation's leading provider of official government websites, [online services](#), and [secure payment processing](#) solutions. The company's innovative eGovernment services help make government more accessible to everyone through technology. The family of NIC companies provides eGovernment solutions for more than 4,500 federal, state, and local agencies in the United States. Forbes has named NIC as one of the "100 Best Small Companies in America" six times, and the company has been included four times on the Barron's 400 Index. Additional information is available at <https://www.egov.com>.

About the National Park Service

More than 20,000 National Park Service employees care for America's 410 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Visit us at www.nps.gov, on Facebook www.facebook.com/nationalparkservice, Twitter www.twitter.com/natlparkservice, and YouTube www.youtube.com/nationalparkservice.

About Your Pass Now

"Your Pass Now" is a pilot program with the National Park Service that allows visitors to national parks the opportunity to purchase entrance passes electronically. Your Pass Now streamlines a paper-based purchase process that was previously only available at physical park locations or approved resellers. Your Pass Now provides a new level of convenience and flexibility to park visitors by delivering park passes at the click of a button. For more information, please visit www.yourpassnow.com and follow Your Pass Now on Facebook at www.facebook.com/yourpassnow and Twitter at www.twitter.com/yourpassnow.

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