

Introducing
LOOK



SOCIETY

We invite you to join the Look Society. Become part of an exclusive community dedicated to preserving the natural beauty and historical legacy of Frank Newhall Look Memorial Park for generations to come. With a contribution of \$1,000 or more, you will join this special group of those who share a deep and abiding passion for this cherished regional treasure. As the Park nears its 100th anniversary, those that seek to ensure the Park's legacy through their commitment and advocacy are now able to join together through the Look Society. With a gift today, you become a Charter Member of the Look Society and will enjoy insider access, exclusive amenities, educational programming, and personalized experiences unique to our most valued supporters.



*The Frank Newhall Look
Memorial Park.*

EST. 1928

Mrs. Fannie Burr Look established Look Park as a living memorial to her husband, Mr. Frank Newhall Look, the President of Florence Manufacturing Company. The Looks played an essential role in building both Florence Village and the surrounding community through their leadership and philanthropy. Friends of President Calvin and First Lady Grace Coolidge, they played a key role in founding many long-standing area institutions and organizations. Upon his death at age 56 in 1911, Mrs. Look sought to find a way to create a fitting way to honor her husband's remarkable life and commitment to others within the community that they both so loved.

Join the Look Society today and become part of a distinguished community committed to celebrating and safeguarding one of Florence's most treasured natural resources. Help us share and sustain the legacy of the Look family and Look Park that has touched the lives of so many. For inquiries and membership information, please contact our dedicated Look Society concierge Marie Brazeau Development Director mbrazeau@lookpark.org 413-584-5457.



visit our website at lookpark.org/



LOOK
Society

Insider **ACCESS**

Gain VIP access to private events and tours, including behind-the-scenes glimpses of the Park's ongoing conservation efforts and historical highlights. Connect with like-minded nature enthusiasts and history buffs in an intimate setting.

Exclusive **AMENITIES**

Look Society members will receive their own Look Society vehicle entry sticker, access to dedicated priority parking spots within the Park, advance invitations to Park events, Look Society newsletter, annual Look Society only events, and Look Society Concierge service.



Personalized **EXPERIENCES**

As part of the Look Society, you are offered personalized Park concierge service designed to enhance your visitor experience. By offering you personalized assistance with your Park visits and events from an outing with a grandchild, to a family reunion, or birthday party or wedding, we are here to help. We can assist you with facility selection, activity design, in-Park transportation, parking, and vendor referrals. We help to facilitate seamless adventures, provide safety information, and ensure guests maximize their time enjoying and exploring the natural wonders and recreational opportunities at the Park.

Conservation **IMPACT**

From its founding, the Park has been committed to its environmental stewardship and maintaining its beauty and utility for generations to come. The Park continues to grow its conservation impact by protecting native species, sustainable forestry, restoring, and building habitats, implementing sustainable operations practices, educating visitors about the Park's history and native ecosystem, and managing visitor impact on the Park itself.