



Letter of Introduction

National Get Outdoors Day (GO Day) celebrates America's Great Outdoors and encourages kids and their families to spend time outdoors, exploring the natural world and enjoying various outdoor recreation activities. **GO Day** unifies public and private-sector interests in efforts to influence American lifestyles, especially among youth, in ways that maximize the physical, mental, and other benefits derived from activities in the Great Outdoors. **GO Day** is a focused effort to invite Americans to designated sites on a single day, as well as to highlight and assist the efforts of National Get Outdoors Day partners year-round. **GO Day** helps to combat the effects of indoor, inactive lifestyles which are fueling the nation's obesity epidemic and threatening today's children with shorter life expectancies than their parents. June 14, 2014 will mark its seventh celebration.

Led by the USDA Forest Service and the American Recreation Coalition, **GO Day** 2013 was celebrated at 148 official sites nationwide, involving hundreds of national and local organizations in the natural resources, recreation, healthcare, youth services, and media fields. **GO Day** 2013 provided instruction, equipment, and opportunities for tens of thousands to enjoy both traditional and new outdoor activities, regardless of previous experience. The target audience was young people, especially urban youth, and Americans who do not currently visit public lands and waters. Organizers of **GO Day** understood that they were competing with the lure of shopping malls, cable television, computers, and electronic games; they met the challenge with exceptional results. A key focus of **GO Day** 2013 was making outdoor recreation a part of healthy lifestyles. Many **GO Day** sites offered participants educational sessions on good nutrition, blood pressure checks and information about reducing the risk of diabetes, skin cancer, and more.

The focus of **GO Day** 2014 will again be introducing families and youth, particularly from urban environments, to the great outdoors. This mission is accomplished through the support of **GO Day** site managers and their organizations, as well as local and national level partners and sponsors. Supporting **GO Day** shows a commitment to keeping Americans to lead healthier and more active lives through outdoor recreation.

Your support for **GO Day** will enable us to reach more people and improve their **GO Day** experience. Not only will a successful **GO Day** encourage participants to continue to engage in outdoor activities, but they will associate your organization with the joys of recreating in America's Great Outdoors.

We hope you will join us in supporting **GO Day**,

The National Get Outdoors Day Team