



**national get outdoors day**

FOR IMMEDIATE RELEASE

Contact: [Spokesperson Name, Title, Phone Number, Fax Number]

[Your Organization] to Host an Official National Get Outdoors Day Site

[City], [Date of Press Release]- [Your Organization] will host an event from [time] on Saturday, June 13, 2015, as part of National Get Outdoors Day (GO Day), the eighth annual event to encourage healthy, active outdoor fun. Participating partners will offer opportunities for American families to experience traditional and non-traditional types of outdoor activities. Primary goals of the day are reaching first-time visitors to public lands and reconnecting our youth to the great outdoors. This GO Day event will be held at [address] from [open time] to [close time]. Attendance is free to the public [if applicable].

This GO Day event will offer a mix of information centers and “active fun” areas – places where guests, and especially kids, can [examples of activities]. Photo opportunities with [characters like Smokey Bear, Woodsy Owl and park mascots] will be provided. Special guests include [speakers, etc.].

The pilot effort of National Get Outdoors Day was launched on June 14, 2008 and has grown every year. Building on the success of More Kids in the Woods and other important efforts to connect Americans – and especially children – with nature and active lifestyles, the USDA Forest Service (FS) and the American Recreation Coalition (ARC) led an inclusive, nationwide effort focusing on a single day when people would be inspired and motivated to get outdoors. Last year, over 171 official GO Day sites across the nation welcomed over 48,000 new faces to the joy and benefits of the great outdoors.

GO Day is an outgrowth of the Get Outdoors USA! campaign, which encourages Americans, especially our youth, to seek out healthy, active outdoor lives and embrace our parks, forests, refuges and other public lands and waters. Working with the FS, Get Outdoors USA! hosted six recreation forums in early 2007 and learned that public lands were missing the right triggers to capture the attention of today’s youth. The GO Day concept was first tested at the Outdoor Recreation Village at Super Bowl XLII in Glendale, Arizona, which drew over 100,000 visitors.

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