



national get outdoors day

MEDIA ADVISORY

What: National Get Outdoors Day!
Where: _____
When: Saturday, June 13, 2009
Who: Spokespersons for agencies managing America's national parks, forests, refuges and other lands, partner organizations, families, youth and more

Background: More than _____ persons are expected to visit this National Get Outdoors Day event, located at _____. The event will feature:
(list activities, partners, etc..)

Story leads:

- Recent medical reports predicting a 2-5 year life expectancy decline for America's youth have helped prompt coordinated action by government agencies, non-profits and recreation companies to get kids active outdoors.
- Internet overcomes past problems finding the best places to fish, camp, see wildlife and more.
- Kids of all backgrounds demonstrate a passion for healthy outdoor fun.
- National Get Outdoors Day in June to feature top Hollywood, sports and public figures at sites across the nation.
- New campaign seeks to help America's parents battle against sedentary lifestyles of American children and an "addiction" to malls.

Contacts: name _____ phone _____ email _____
name _____ phone _____ email _____

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