



**national get outdoors day**

## **What a National Get Outdoors Day Local Event Will Be**

Our goal is to have approximately **100 local National Get Outdoors Day (GO Day) events on June 13, 2009**. No two of these events will be exactly alike, but all events will share some characteristics. We hope to have a GO Day site **in every state, with additional sites in and near major metropolitan areas**, and anticipate 1,000 to 10,000 guests at each site – largely families. Here are some expectations:

- 1) each GO Day event will be done as **a partnership effort, involving one hosting partner and a committee of 10-40 supporting partners**. Hosting partners can be a federal agency, a state or local agency, a private organization like the Boy Scouts of America, a university or a business, including businesses operating as permittees and concessioners on public lands;
- 2) each event will welcome all who come to learn more about healthy outdoor fun, but will **especially seek to attract segments of the local community that now benefit less from use of public lands and waters, including urban, economically disadvantaged and minority families**;
- 3) each GO Day event will include a **welcome/orientation center to greet the public** as they arrive and to help direct them to appropriate displays and activity centers;
- 4) each GO Day event will have a **mix of information centers and “active fun” sites** – places where guests, and especially kids, can cast, go geocaching, help put up a tent and more;
- 5) each GO Day event will include a place where guests can have **pictures taken with celebrities like Smokey Bear and other interesting attractions**, like eagles and hawks, and a way for those pictures to be transmitted electronically to the individuals and/or their families; and
- 6) each GO Day event will have a **sign-up center for youth to become part of programs and organizations designed to strengthen their connections to the outdoors**. These will include organizations like scouts and Boys and Girls Clubs as well as programs like Web Rangers;
- 7) each GO Day event will **highlight use of the Internet to find things to do and places to go** in the Great Outdoors; and
- 8) many GO Day events will have a stage or other area for presentations by partners in the event and VIP visitors.

Beyond this, each event can and should capitalize on the opportunities at and near the hosting site. If the site includes access to water, fishing and boating and water safety should be contemplated. A ski area might offer free up-mountain trips on chairlifts or gondolas. Guided hikes, outdoor cooking demonstrations and more are possible additions.

Organizations expected to participate in most or all GO Day events are:

- ◆ major federal agencies, including the Forest Service, BLM, USACE, NPS, FWS, BOR and EPA;
- ◆ AmeriCorps and Take Pride in America;
- ◆ state park agencies;
- ◆ state fish and wildlife agencies;
- ◆ major youth organizations, including Boys Scouts of America;
- ◆ local park and recreation agencies;
- ◆ major recreation businesses, including manufacturers and retailers; and
- ◆ major recreation enthusiast membership organizations.

The nominating process for GO Day sites is now underway. Site selection will consider:

- ◆ Proximity to/easy access from one or more metropolitan areas
- ◆ Capacity to host 2,000 -10,000 participants
- ◆ Existing food service, comfort stations and parking facilities
- ◆ Ease of involvement of multiple government and private-sector partners
- ◆ Ability to demonstrate traditional and non-traditional outdoor activities such as bird watching, hiking, fishing, camping and geocaching and to provide information to guests on pursuing those activities in the region.

The pilot effort of National Get Outdoors Day was launched on June 14, 2008, and partnered with federal, state and local agencies, key enthusiast organizations and recreation businesses to create a healthy, fun day of outdoor adventure aimed at reaching first-time visitors to public lands and reconnecting children to the outdoors. Over 50 official GO Day sites across the nation from Anacostia Park in Washington, D.C. to the Big Bear Discovery Center in the San Bernardino National Forest welcomed thousands of new faces to the joy and benefits of the great outdoors. An overview on National Get Outdoors Day 2008 is available at <http://www.funoutdoors.com/node/view/2158>.

In late January and early February 2008, more than forty organizations teamed up to create the Outdoor Recreation Village at Super Bowl XLII – an event that shared many of the goals and features of the planned National Get Outdoors Day events. A video report on this very successful event is available at [www.getoutdoorsusa.org](http://www.getoutdoorsusa.org) by clicking on the 2008 Report under the Outdoor Recreation Village section.

For additional information, please go to [www.nationalgetoutdoorsday.org](http://www.nationalgetoutdoorsday.org) or contact Get Outdoors USA! at 202-682-9530.