NATIONAL GET OUTDOORS DAY (GO DAY) 2012

July 20, 2012 (Washington, D.C.) – The fifth National Get Outdoors Day (GO Day) was held on June 9, 2012, linking efforts of hundreds of local, state and federal agencies, diverse nonprofit organizations in the health and youth-services fields, the recreation community and media interests. The U.S. Forest Service (FS) and the American Recreation Coalition (ARC) coordinated the event nationally. The diverse and growing partnership for the event has a unifying mission:

> ***Unify 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 through 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's organizers are concerned by the threats posed by today's indoor, inactive lifestyles – including an obesity epidemic that may mean today's kids will live shorter lives than their parents. They believe that the appeal of the Great Outdoors can surpass that of shopping malls and video games. GO Day 2012 offered opportunities for American families to experience traditional and non-traditional outdoor fun, regardless of past experience, skills, or ownership of equipment. Americans who rarely visit public lands and waters and young people – especially urban youth – were priority targets for the day.

Youth take aim at the Westlake Day Use Park in Lake Dallas, Texas

GO Day 2012 featured 138 official sites in 37 states, both record numbers. Collectively, these sites welcomed over 68,000 new faces to the joys and benefits of the Great Outdoors. GO Day events across the country also helped support the First Lady's Let's Move Outside initiative, which seeks to eliminate childhood obesity within one generation by promoting healthy outdoor activity.

A young boy learns about desert wildlife at Mormon Lake, Arizona

GO Day activities provided event attendees introductions for active outdoor education and recreation opportunities. Activities ranged from rock climbing, dog training, and fishing to recycling education and water safety. Youth participated in canoeing, nature walks, geocaching, high rope adventures, mountain biking, and checked out environmental/conservation education stations and camping demonstrations. Children also created crafts from natural materials, did yoga, competed in fishing competitions, and participated in wildlife education featuring live animals. Numerous sites also offered ranger-led hikes and walks through natural and historic sites. Some of these hikes brought visitors to areas

normally closed to the public, offering participants a rare opportunity to interact with the site. Many events also gave away special items like World Ocean Day crowns, outdoor themed coloring books, whistles, fishing rods, and many others.

Numerous special appearances were made by Smokey Bear, Woodsy Owl, and Bobber the Water Safety Dog. The trio was available for photo opportunities and taught kids about environmental stewardship and personal safety in the great outdoors. The song "Let's Go Outside" by the official GO Day Troubadour, Joe Reilly, was played at many sites across the country.

Families enjoy a puppet show in Eagan, Minnesota

National Get Outdoors Day was launched on June 14, 2008, in response to a growing number of disturbing reports about today's youth and the relationship between their health and daily activities. Today's American youth average 7.5 hours per day in front of a screen and are six times more likely to play a computer game than to ride a bike. Kids report that outdoor adventure is fun – but that outdoor activities are invisible, lost in a clutter of mass media ads and technology, and overshadowed by malls offering food, friends, and "perfect" weather. The U.S. Forest Service and ARC agreed to lead an inclusive, nationwide effort focusing on a single day when people would be inspired and motivated to get outdoors.

Denver Mayor Michael Hancock greets Smokey Bear on stage in Denver, Colorado.

Signature Sites and National Sponsors

As in past GO Day celebrations, this year eight GO Day sites were designated as Signature Sites. This designation is given to sites which have a proven ability to effectively introduce lots of people to the great outdoors through a wide variety of activities. Each of these events is made possible through partnerships with dozens and even 100+ organizations.

The 2012 Signature GO Day Sites were located in: Denver, Colorado; Harrington, Delaware; Huron, South Dakota; Mesa, Arizona; Minneapolis, Minnesota; Pisgah National Forest, North Carolina; Salt Lake City, Utah; and Vancouver, Washington. In 2011 these eight sites introduced over 25,000 people to the Great Outdoors. This year Signature Sites got 32,000 people outdoors by working with approximately 300 organizations to run engaging youth and family-oriented events.

Several signature sites also received generous support from the two national sponsors of GO Day, Clif Bar and The Coleman Company. Clif Bar donated 500 bars to five signature sites (2,500 total) which were distributed to event attendees in goodie bags and at information tables. These bars helped thousands of kids enjoy a full day of biking, hiking, climbing, learning and many other activities.

A Park Ranger helps a young fisherman pick out a rod in Wappapello, Missouri

Families and kids alike were very enthusiastic about The Coleman Company's donation of five full camping set ups, including a tent, sleeping bags, stove, lantern and more, which were sent to five different Signature Sites. These generous donations were given to event attendees in a variety of ways. For example in Huron, South Dakota, kids had to travel to different booths and participate in a wide variety of outdoor activities to collect stamps for their Passport. Only completed Passports were eligible as entries for the raffle for Coleman camping gear.

Western Governors' Association

One of the most significant GO Day events this year kicked off the 2012 meeting of the Western Governors' Association (WGA) in Cle Elum, Washington. The meeting, which focused on WGA's *Get Out West!* initiative to increase recreation and tourism emphasized the need to connect kids and families to the West's Great Outdoors. This focus was highlighted by a GO Day event where young people from Seattle joined the families of Western governors and ranking state officials in numerous outdoor activities including fishing, rock climbing, environmental education, and ATV rides for older participants.

Although the WGA will not meet in Cle Elum next June, state and local officials are already planning a stand-alone GO Day event in 2013.

GO Day Achievements

By all measures GO Day 2012 was the most successful National Get Outdoors Day yet. Here are a few numbers which show the reach and impact of this year's event, as well as the growth from last year.

Kids at Brookville Lake in Indiana got to climb aboard an USACE boat

- There were 138 official GO Day events, 21 more than a year ago.
- Over 70,000 people participated in GO Day 2012; last year just over 40,000 people participated.
- Over 700 organizations supported local GO Day events, compared to nearly 500 in 2011.
- The National Get Outdoors Day Facebook page has over 2,800 Fans (1,200 Fans in 2011), and a network of over one million people. In addition the weekly total reach, or people who interacted with the Facebook page, for the week preceding GO Day was 136,436 unique users.
- GO Day was specifically mentioned in three gubernatorial proclamations declaring June as *Great Outdoors Month*. These states were Kentucky, Pennsylvania, and South Dakota. You can view these and other *Great Outdoors Month* proclamations here.

A major cause of this exciting growth was numerous social media campaigns, news releases, radio and TV ads, flyers distributed to school and youth programs, community bulletin boards, and other means of informing people of GO Day events. Additionally, many event sponsors and partners used their own email distribution lists and news releases to reach potential event attendees.

To check out selected GO Day stories in the media click below:

- Duthie Hill Park in Issaquah, Washington
- Kids Fest in Harrington, Delaware
- Nockamixon State Park in Quakertown, Pennsylvania
- Outdoor Expo in Huron, South Dakota
- Upper Mesa Falls in Ashton, Idaho

The visibility of GO Day has only continued to increase as excitement about the event builds across the nation. Dramatic increases in partner organizations, media coverage, and participation demonstrate the growing enthusiasm and support for the event dedicated to getting people engaged in healthy, outdoor activities. Plans for GO Day 2013 are already underway across the nation. If you would like to host a GO Day event or sponsor GO Day nationally in 2013, please contact Tom Georgevits at the American Recreation Coalition at tgeorgevits@funoutdoors.com or 202-682-9530.

For more information on GO Day, please visit: www.nationalgetoutdoorsday.org.

Thanks for participating in GO Day 2012. See you next year!

National Get Outdoors Day Coordinators

American Recreation Coalition
U.S. Forest Service

National Get Outdoors Day Partners

104.5 Radio Station
4-H
Academy Sports and Outdoors
Accessible Outdoors
Accessible Systems
Action Trackchair, Tred Barta Inc.
Adaptive Adventures
The Adaptive Sports Center
Adaptive Yoga Class at Samadhi Center for Yoga
Adrenaline High Outfitters
Adventure Without Limits
Afro-American Cultural & Historical Society, Inc.
Alameda County Clean Water Program
Alameda County Master Gardens
Alameda County Mosquito Abatement
Alameda County Water District
Alaska Department of Fish & Game
Alaska Geographic
Alaska Sea Life Center
Alaska Zoo
Allen Fire Department
Altogether Outdoors Camps
American Canoe Association
American Diabetes Association
American Heart Association
American Land and Leisure
American Legion Post #64
Anchorage Audubon
Anchorage Museum
Anchorage Waterways Council
Ant Farm
Appalachian Mountain Club
Appalachian Trail Museum
Archery World
Arizona Game and Fish
Asian American Donor Program
Asian Medical Clinic of Fremont
Assateague State Park
Assisted Cycling Tours, Inc.
At Your Leisure
Audubon Alaska
The Audubon Center at Riverlands
Audubon Society
Audubon Society of Greater Denver
Audubon Society of Pennsylvania
Audubon Society of Portland
Avid4 Adventure
Arizona Horseback Experiences
Backcountry Horsemen of Pisgah, North Carolina
Bad Monkey
Barnes-Jewish Hospital
Bay Area Ridge Trail Council
Bay Area Wilderness Training
Bay Nature Institute
Beadle County Conservation District
Bear Creek Lake Park
Bicycle Colorado
Big Brother/Big Sister
Big City Mountaineers
Bill & Kate Isles
Bill Hoy: Insect Museum
Bird TLC
Bi-State Development Agency
Bitterroot Fishers
Bluff Lake Nature Center
Bowhunters Association
Boy Scouts Base Camp
Boy Scouts of America
Boy Scouts of Delmarva
Boy Scouts Pack #46-Cedar Grove
Boy Scouts Troop 90
Boy Scouts Troop 170
Boy Scouts Troop 203
Boys & Girls Club
Breathe California
Breckenridge Outdoor Education Center
Brigham Young University, Idaho
Brookshire Brothers
Buffalo Peak
Buhl Community Recreation Center
Buhl Park Corporation
Bureau of Land Management
  Arizona Strip District
  Grand Staircase
  Escalante National Monument
  St. George Field Office
Butterfly Pavilion
Cabin Fever Sports
California Canoe & Kayak
California State Parks
Camp Tanadoona
Cancer Support Community of the Greater Lehigh Valley
Canoe Susquehanna
Canyon Camera Club
Capital Blue Cross
Cardinal Glennon Children's Hospital

Carlisle Area Dog Parks Association
Carver County Public Library
Casting for Recovery
Center for Independent Living
Central Rocky Mountain Permaculture Institute
The Children's Hospital Colorado Sports Program
Chinook Trails
Choi's Martial Arts
Choose Outdoors
Chugach National Forest
City of Aurora, Colorado
City of Boulder Open Space and Mountain Parks
City of Commerce City, Colorado
City of Eagan, Minnesota Art House
City of Eagan, Minnesota Fire Department
City of Eagan, Minnesota Parks and Recreation
City of Eagan, Minnesota Public Works
City of Fremont, California, Recreation
City of Lakes Nordic Ski Foundation
City of St. George, Utah
City of Vancouver, Washington
Civil Air Patrol
Clark County Public Health, Washington
Clean Water Midwest
Clearfield Country Conservation District
Clif Bar & Company
Clinton Lake Marina
Coaches Scoop Frozen Desserts
Coca Cola
Cohen and Cohen Construction
Cole's Bicycles
Colorado Adaptive Sports Foundation
Colorado Archaeological Society
Colorado Governor's Council for Physical Fitness
Colorado Parks and Recreation Association
Colorado Parks and Wildlife
Colorado Wheelchair Tennis Foundation
Columbia River Gorge
ComforTrails Tents
Community Helpings Co Op
Conklin's Catering
Conservation Corps. Of Minnesota and Iowa
Constitution Marsh Sanctuary
Corpus Christi Botanical Gardens
St. Louis County Extension Office
Cradle of Forestry in America Interpretive Association
Crazy Good Food
Cross Timbers Equestrian Trail Association
Cumberland County 4-H Fishing Club
Cumberland River Compact
Cumberland Valley Appalachian Trail Club
Cumberland Valley Rails to Trails Council
Dahn Yoga
Dakota County Sheriff
Dakota County Water Resources Department
Dallas Power and Sail Squadron
Davidson County Sheriff's Office
Davidson County Soil & Conservation District
Dawn to Dust Mountain Biking Club
Dean's Sprinkler Service and Landscaping
Delaware Nature Center (Abbott's Mill)
Delaware State Fairgrounds
Delaware State Parks (Killens Pond)
Delmarva Discovery Center
Delta Dental Health Theater
Delta Waterfowl
Denver Bee
The Denver Botanic Gardens
Denver Health and Hospital
Denver Parks and Recreation
Denver Urban Gardens
Denver Water
Dickinson Township Parks & Recreation
Dixie Amateur Radio Club, Inc.
Dixie College Community Education
Dixie National Forest: Pine Valley District
Dixie Regional's Gateway to Wellness and Sports Performance
Dixie/Arizona Strip Interpretive Association
DNR, Minnesota, Fishing in the Neighborhood program
DNR, Minnesota, MinnAqua program
Don Edwards San Francisco Bay National Wildlife Refuge
Doylestown Rock Gym
Drum Echoes, Inc.
Ducks Unlimited
Dunham's Sports
Eartha the Clown
East Bay Depot for Creative Reuse
East Bay Regional Park District
East Bay Regional Park District - Aquatics
East Bay Regional Park District - Membership and Trails Challenge
East Dakota Water Development District
Engines OFF! Denver
Epicurean Catering
Face Painting
Farrell Golden Dawn
Field Station Dinosaurs
Fire Work Pizza
First Aid Booth
The First Tee of Sharon
Fish & Boat Commission
Florence Carlton Church
Florence Civic Club
Florence Fire Department
Florence Physical Therapy

Flowers Fish Hatchery
Fly Fishing Women of Minnesota
Food & Water Watch
Fort Vancouver Mobile App
Fort Vancouver National Historic Site
Free Cycles Missoula
Fremont Bank
Fremont Fire Department
Fremont Medical Reserve Corp.
Fremont Urgent Care
Fremont/Newark YMCA
Friends of Nolin
Friends of Shelby Park & Bottoms
Friends of the Anchorage Coastal Wildlife Refuge
Friends of the Cradle
Friends of Trees
Full Cycle
Gander Mountain
Garden Club
Gardens at Heather Farm
Gateway Greening
GenOn Energy Shawville Plant
Get to Know Your Wild Neighbors
Gifford Pinchot National Forest
Gifford Pinchot State Park
Girl Scouts in the Heart of Pennsylvania
Girl Scouts of America
Girl Scouts of Colorado
Girl Scouts of Greater St. Louis
Gold Unlimited
Golite
Grand Canyon-Parashant National Monument
Grant Family Farms
Great Lakes Energy
Great Rivers Greenway
Green Apple Supply
Green Trails
Growing Garden Groceries
Harrisburg Bicycle Club
Hazel Foundation
Headwaters Outfitters
Henry Foundation (Fun Run)
Henry's Fork
Herbalife
Heritage Outdoors
Hermitage Police Department
Hero's Across America
Hillen Design Associates
Hoo Doo
Hope Heart
Huachuca Herpetological Association
The Hub
Hudson Valley Orienteering
Huron Area Photography Club
Huxley Home Arts
Idaho Department of Fish and Game
INT/World Wide Wake Boarding Association
International Mountain Bicycling Association
Intertwine
iTrim
J.E. Perry Farms
Jamba Juice
Jeffers Foundation
Jefferson County Open Space
Jefferson National Parks Association
Jones Family Chiropractic & Wellness Center
Jonny Pops Gourmet Popsicles
JT's Archery
Kaibab Paiute Tribe
Kaiser Permanente
Kansas Department of Wildlife and Parks
KEEN Footwear
Keep Lewisville Beautiful
Kentucky Fish and Wildlife
Kentucky Mountain Bike Association
Kentucky State Parks
KFAI Radio
King County Parks
Kings Gap Environmental Education Center
Kiwanis
Klondike National Historic Park
KOA
Kowalski's Markets
Kraft Foods
Lake County Sheriff Department, Michigan
Lake County Sportsmen Club, Michigan
Lake Forest School District
Lake Hartwell Market Association
Lake Sam Rayburn Nature Center
Leadership Lafayette
League of United Latin American Citizens (LULAC)
The Learning Dog
Leave No Trace Center for Outdoor Ethics
Lehigh Valley Health Network
Lehigh Valley Zoo
LET'S MOVE – U.S. Department of Health & Human Services
Lew Jewett Chapter Federation of Fly Fishers
Lewis & Clark National Historic Park
Life Chiropractic College West
Lincoln Volunteer Fire Department
Living Water Ecline Services
L.L. Bean
Lolo Preschool and Childcare
Los Vaqueros Watershed and Contra Costa Water District
Losagio Chiropractic Center
Lower Red Branch Hurling Club
Macaroni Kid
Mad Science

Major Taylor Cycling Club of Denver Inc.
Mammoth Cave National Park
Manna From Heaven Gourmet Food Truck
Maryland Bowhunters Society
Master Composter
Master Naturalist
Matt Hampton Fishing Camp
Maverick
McCracken Canoe Sales and Rental
McGonigle Ambulance Service
Mercer County Conservation District
Metro Parks, Nashville
METRO Vancouver
Metro Water Services, Nashville
Michigan Dog Drivers Association
Michigan State University Cooperative Extension 4H Program
Midwest Mountaineering
Mingo Job Corps
Minneapolis Park and Recreation Board
Minnesota DNR Parks and Trails
Minnesota Pollution Control Agency
Minnesota Rovers
Minnesota Stand Up Paddleboarders
Minnesota Valley In-Fishermans Club
Missouri Botanical Garden
Missouri Department of Conservation
Missouri Stream Team
Montana Department of Natural Resources
Montana Fish, Wildlife and Parks
Montana Safe Routes to School
Mormon Lake Lodge
Mount Hood National Forest
Mount Morris Fire Department
Mount Rainier National Park
Mountain Recreation and Conservation Authority
Muddy Sneakers
Municipality of Anchorage - Parks & Recreation
Naked Chorizo
Nashville Zoo at Grassmere
National Association for the Advancement of Colored People (NAACP)
National Archery in the Schools Program
The National Brotherhood of Skiers (NBS)
National Guard
National Park Conservation Association (NPCA)
National Park Service
National Sports Center for the Disabled
National Turkey Federation
National Wild Turkey Federation
National Wildlife Federation
The Nature Conservancy
Nature's Way Canoe and Kayak
Next Adventure
New Tang Dynasty TV
Nez Perce National Historic Park
Niles Pie Company
North Carolina Wildlife Resource Commission
North Central Texas Council of Government
North Country Trail
The North Face
North Mississippi Trail Rides Association
North Valley Family Center
North West Trail Alliance
Northwest Steelheaders
Nutrition Education Training Academy UCCE – Alameda
OASH
Ole Miss Outdoors
Olympic National Park
Oregon Cave National Monument
Oregon Department of Fish & Wildlife
Oregon State Parks
Oregon Zoo
Our Lands and Waters Foundation
Our Talking Hands
The Outdoor Campus
Outdoor Recreation Information Center (ORIC)
Oxford Park Commission
Pacific Crest Trails
Party Zone for Kids
Peace Jam
The PEAK at Craig Hospital
Penn Trails
Pennsylvania Department of Conservation and Natural Resources
Pennsylvania Fish & Boat Commission
Pennsylvania Lumber Heritage Region
Pennsylvania Organization of Watersheds and Rivers
Pennsylvania State Parks
Pennsylvania Wild Adventures
Petrified Forest Museum Association
Pheasants Forever
Pipe Springs National Monument
Pisgah Center for Wildlife Education
Planet Bike
Plein Air Alaska
Portland Parks, Oregon
Portland Public Schools, Oregon
Print N' Fitch
Pro Pharmacy
Pure Vida Adventures
Putman Highlands Audubon
R&B's Mo' Betta Green MarketPlace
Raven's Wild Way Nature Journey's
Rayburn Northend Guide Services
REACTT Bootcamp
Recreation.gov
Red Rock Canyon Interpretive Association
Red Rocks Audubon
ReDirect Guide

Regional Parks Foundation
REI
REI Fremont
Renewal by Andersen
Recycle Man & Dumpster Divers Band Ridgefield
RiverWorks Discovery
Rocky Mountain Bird Observatory
Rocky Mountain Elk Foundation
Rocky Mountain Speed Camp
Rocky Mountain Wanderers
Rotary Club
Route 40 Argentinean Grille
Sajai Foundation
Salisbury Zoo
Salt Lake County
Salvation Army
Santa Monica Mountain Conservancy
Scheels
School of Environmental Studies
Sea Scout Ship 876
Second Nature-Entrada
The Sesame Seed
Sharon Police Department
Sharpsville Police Department
Shenango River Watchers
Sierra Club
Sierra Cycles
Sierra Vista Gardeners Club
Sierra Vista Master Gardener's
Silver Star Search & Rescue
Siuslaw National Forest
Smartscape
Snake River Chapters
Snow Canyon State Park
Social Kiosk
Society of the Youth
Solar Roast Coffee - On The Road
South Dakota Game, Fish and Parks
South Dakota State Fair
South Dakota Taxidermy Association
South Dakota Trappers Association
South Dakota Wildlife Federation
South Mountain Partnership
South St. Paul Civic Center
South St. Paul Department of Parks and Recreation
South Suburban Parks and Recreation
Southern Nevada Agency Partnership
Southwest Allergy & Asthma Center
Southwest Regional Police Department
Southwest Washington Boys & Girls Club
Sportainability International
SportsAbilities
Sportsman Guide
St. Louis Children's Hospital
St. Louis County Health Department
St. Louis Sports Commission
St. Louis University School of Public Health
St. Mark's Hospital
Starcreek Co. Land Stewards
State of Alaska – Boating Safety
Stay the Trail Colorado
Strawberry Anglers Association
Stream Team
Sulpher Creek Nature Center
Sunpeak Construction
Susie Nilsson: archaeological preservation and Protection
Susquehanna Appalachian Trail Club
Susquehanna Greenway Partnership
Susquehanna Valley Orienteering
Sweetlife Adventures
Sycamore Cycles
Synergy Baton & Flag Team
TBI Alive
Team in Training - Leukemia & Lymphoma Society
Telemundo TV
Tennessee Department of Environment & Conservation
Tennessee Wildlife Resources Agency
Texas Archery Academy
Texas Astronomical Society
Texas Hawking Society
Texas Parks & Wildlife
Texas State Aquarium
That's How I Roll, Inc.
Tiburcio Vasquez Health Center, Inc.
Timberland
Town of Parker - Therapeutic Recreation Program
Transit to Green Space
Tread Lightly!
Tri-City Health Center
TriSports Events
Trout Unlimited
Tuacahn Saturday Market
Uinta-Wasatch-Cache National Forest
Union Sanitary District
United Healthcare
United Way of Carlisle and Cumberland County
University of Colorado APhA-ASP
The Urban Farm at Stapleton
U.S. Army Corps of Engineers
U.S. Fish and Wildlife Service
U.S. Forest Service
U.S. Geological Survey
USA Mobility
USDA Natural Resources Conservation Service
USDA Food & Nutrition Service

Utah Division of Parks and Recreation
Utah Family
Vail Resorts
Valley Mountain Bikers
Vancouver-Clark Parks & Recreation, Washington
Vancouver Parks Foundation
Vancouver Watershed Alliance
Victorian Dance Society
Village of Mount Morris
Wallace & Pancher Environmental Engineers
Walmart
Wappapello Lions Club
Washington County Amateur Emergency Radio Service
Washington Department of Fish and Wildlife
Washington Hospital Healthcare System
Washington State Parks
Washington Trails Association
Webber Township Fire Department, Michigan
Wicomico County 4-H
Wicomico Country Sheriff's Department
Wijit
Wild Wings Bird Rescue
Wilderness Inquiry
The Wildlife Experience
Wood Creek Kennel
Wood Lake Nature Center
Woolrich
World Bird Sanctuary
Wright & McGill Co./Eagle Claw Fishing Tackle
Wyoming Game and Fish
Wyoming State Parks
Yates Dial-A-Ride
Zinnware