



# national **get outdoors** day

## ***Media Advisory***

What: National Get Outdoors Day  
Where: \_\_\_\_\_  
When: Saturday, June 14, 2008  
Who: Spokespersons for agencies managing America's national parks, forests, refuges and other lands

Background: More than \_\_\_\_\_ persons are expected to visit 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.
- New 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.
- New website with Great Outdoors links available to the public.

Contacts: \_(name)\_\_\_\_\_ phone \_\_\_\_\_ email \_\_\_\_\_  
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