



national **get outdoors** day

MEDIA ADVISORY

WHAT: National Get Outdoors Day

[Your organization] will host one of over 100 sites across the nation participating in the first annual National Get Outdoors Day. The event will highlight outdoor recreation opportunities provided by various local and national land management agencies and other outdoor recreation organizations and outfitters. Families can enjoy activities such as [special site activities]. National Get Outdoors Day is co-sponsored by the Forest Service and the American Recreation Coalition.

WHO: [Featured Speakers, Politicians, or Celebrities] [Participating Organizations]

WHEN: Saturday, June 14th, 2008 [time]

WHERE: [Location] [Street Address] [any additional specifics about location]

For additional information or to schedule an interview prior to the event, please contact [event spokesperson] at [phone number] or by email at [email address].