



national get outdoors day

FOR IMMEDIATE RELEASE

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National Get Outdoors Day Offers Healthy, Active Outdoor Fun

National Get Outdoors Day, June 14th, is a new annual event to encourage healthy, active outdoor fun. Participating partners will offer opportunities for American families to experience traditional and non-traditional types of outdoor activities. Prime goals of the day are reaching first-time visitors to public lands and reconnecting our youth to the great outdoors. On June 14, 2008, official National Get Outdoors Day sites across the nation from Anacostia Park in Washington D.C. to the Big Bear Discovery Center in the San Bernardino National Forest will welcome new faces to the joy and benefits of the great outdoors. Responsible use and volunteerism outdoors will also be highlighted.

Each National Get Outdoors Day site will include a welcome center to greet the public as they arrive and to direct them to appropriate displays and activities at the site. Each event will have a mix of information centers and “active fun” areas – places where guests, and especially kids, can use a fishing pole, go geocaching, help pitch a tent and more. The sites will offer photo opportunities with celebrities like Smokey Bear and other interesting attractions, including birds and reptiles. Pictures will be e-mailed to guests as paperless souvenirs to keep and to share through social networks. In addition, National Get Outdoors Day events will have a sign-up center for youth to become part of programs and organizations designed to strengthen their connection to the outdoors. Recruiting organizations will include the Boy Scouts of America, the Boys and Girls Clubs, and the educational Web Ranger program. National Get Outdoors Day sites will provide Internet tips for discovering activities and places to enjoy the Great Outdoors and help connect Americans to opportunities for volunteerism and service on public lands and waters.

National Get Outdoors Day is an outgrowth of the Get Outdoors USA! campaign, which encourages Americans, especially our youth, to seek out healthy, active outdoor lives and embrace our parks, forests, refuges and other public lands and waters. Leading partners at the national level include the Forest Service, the Coleman Company and USA Freedom Corps. For more information, go to: www.getoutdoorsusa.org or www.nationalgetoutdoorsday.org