



**national get outdoors day**

FOR IMMEDIATE RELEASE

Contact: [Spokesperson Name, Title, Phone Number, Fax Number]

**[Your Organization] to Host an Official National Get Outdoors Day Site**

[City], [Date of Press Release]– [Your Organization] will host an event from [time] on Saturday, June 14, 2008, to help launch National Get Outdoors Day, 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.

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.