



NEWS

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PLANNING UNDER WAY FOR GREAT OUTDOORS MONTH 2014

Washington, D.C. – Recreation community leaders have begun intense planning for Great Outdoors Month 2014 beginning with Memorial Day weekend on May 24-26 and ending with Independence Day on July 4, 2014.

Pillars of Great Outdoors Month include events ranging from National Trails Day® to National Fishing and Boating Week, from National GO (Get Outdoors) Day to Welcome to the Water on National Marina Day and the Great American Backyard Campout. Great Outdoors Month is officially proclaimed through proclamations issued by the President of the United States and all 50 state governors. The proclamations highlight the value of recreation to conservation causes while fostering appreciation of our American values and raising awareness of the economic importance of the \$650+ billion in annual spending in countless communities across the United States, the role of recreation in boosting physical and mental health, and the value of the Great Outdoors to U.S. efforts to attract international tourists.

Great Outdoors Month Co-Chairs Gregory Miller of the American Hiking Society, Kevin Coyle of the National Wildlife Federation, and Derrick Crandall of the American Recreation Coalition convened the first coordination session on January 9, 2014.

Great Outdoors Month partners discussed exciting new partnership opportunities with The Coleman Company, SC Johnson's OFF® and national youth organizations. The agenda also covered plans for new activities at the state level – including Capital Camp-Outs, VIP tours of state and national recreation sites and initiatives to attract more families with young children and Americans living in urban areas to public lands and waters in cooperation with libraries, social service agencies and more.

(more)

Planning for Great Outdoors Month 2014 Add One

“Today’s meeting was exceptional and exciting,” said Co-Chair Kevin Coyle. “Great Outdoors Month is now a significant and growing component in efforts to connect all Americans – especially young Americans – to our Great Outdoors.” “The collective reach and resources of Great Outdoors Month partners are truly amazing,” added Co-Chair Gregory Miller, “and in 2014, we expect to see a tremendous step forward with more, bigger and better events and opportunities than ever before.” Co-Chair Derrick Crandall commented, “Great Outdoors Month partners will present a stronger and more unified voice for recreation all across America. Working together, we can really make a difference.”

Great Outdoors Month co-chairs will brief leaders of key federal agencies hosting more than a billion recreation visits annually and other key national leaders about plans for the month in the near future.

In addition to the three lead entities, organizations participating in the meeting included the American Sportfishing Association, Association of Fish and Wildlife Agencies, Association of Marina Industries, Children and Nature Network, The Corps Network, Federal Interagency Council on Outdoor Recreation, International Mountain Bicycling Association, National Recreation and Park Association, National Park Service, National Park Trust, National Parks Conservation Association, National Tour Association, NatureBridge, RVDA – The National RV Dealers Association, Recreational Boating and Fishing Foundation, Student Conservation Association, U.S. Fish and Wildlife Service, and U.S. Forest Service.