



American Recreation Coalition

Dedicated to the protection and enhancement of everyone's right to health and happiness through recreation.

NEWS

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FIELD AND STREAM® STORES IN FIVE STATES JOIN FEDERAL AGENCIES AND COLEMAN TO BOOST AMERICA THE BEAUTIFUL PASS, GREAT OUTDOORS

Field and Stream® stores in five states will host federal agency representatives during June – Great Outdoors Month™ – to help share information about the exciting opportunities across the nation in national parks, national forests, national wildlife refuges and other public lands and waters managed by federal agencies. Operating from a special display area in the stores, the agency representatives will explain how to use key websites, including www.recreation.gov to locate trails, fishing and boating spots and campgrounds.

Federally-managed lands and waters cover nearly one-third of the nation and host more than one billion recreation visits annually. These special places constitute a unique shared legacy for all Americans and virtually all sites are free to enter or can be visited for an entire year for \$80 or less with an America the Beautiful Pass. Active-duty military and those with disabilities can obtain a free pass, and those over 62 can purchase a lifetime pass for just \$10. The annual passes cover those traveling with the pass holder, so the America the Beautiful pass is a true bargain for American families.

Representatives of the U.S. Forest Service, the National Park Service and the U.S. Fish and Wildlife Service will be at the stores to answer questions and to share information about important new developments, including the 2016 Centennial of the National Park Service and the newly-announced Every Kid in a Park program. Beginning in the fall of 2015, federal, state, local and private partners will seek to have every 4th grader in the nation spend a day of fun and learning in a park. In addition, all 4th graders will be eligible to obtain an annual pass allowing their families to visit federal park and recreation sites for free.

America the Beautiful passes will be available in the stores. Most of the pass costs are retained by the specific units selling the passes under federal law. The agency representatives in the stores will share information on how the pass receipts will help improve visitor experiences nearby.

(more)

Field and Stream Add One

Field and Stream® Stores will host the information centers in conjunction with National Get Outdoors Day, one of the features of Great Outdoors Month™. National Get Outdoors Day is on June 13, 2015. The month is proclaimed by the President and the nation's governors. More than 15,000 events will occur during the month, including twelve Capital Campouts, where governors host urban youth for a special camping adventure. For information on the Campouts, National Trails Day, National Fishing and Boating Week, the Great American Campout and more, see www.greatoutdoorsmonth.org.

The Coleman Company, Inc. is the Founding Sponsor of Great Outdoors Month™. Other Great Outdoors Month™ partners and supporters include the National Wildlife Federation, the American Hiking Society, the National Park Trust, the American Recreation Coalition, OFF!, Active Network and The Corps Network. According to Coleman's Dave Allen President – U.S., the partnership seeks to encourage year-round outdoors fun for Americans and visitors to the nation. "We have grown more urban, more sedentary and that has come at a price – increases in chronic physical and mental illness and fewer chances to share happy experiences as family and friends. Working with federal and state leaders and the managers of our amazing public lands and waters, we are going to keep the outdoors a treasured part of the American lifestyle for generations to come. We are so delighted that Field and Stream® stores are joining this effort this year and we expect this partnership to continue and expand."

For information on the dates and times of the information centers in Field and Stream® Stores in June, go to: www.greatoutdoorsmonth.org.

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About the American Recreation Coalition:

AMERICAN RECREATION COALITION — is a nonprofit, Washington-based federation founded in 1979. The association provides a unified voice for recreation interests to ensure their full and active participation in government policy-making on issues such as public land management. ARC membership consists of more than 100 organizations, including national and regional associations and corporations that represent a major share of the \$650 billion a year recreation/leisure industry and enthusiast groups representing millions of recreationists. Since its inception, ARC has sought to catalyze public-private partnerships to enhance and protect outdoor recreation opportunities and resources. ARC conducts research, organizes national conferences, and disseminates information through a variety of means, including its Web site www.funoutdoors.com. ARC plays a leading role in several key coalitions and organizations, including the Coalition for Recreational Trails, Scenic Byways Coalition and Coalition for Recreation in the National Forests. ARC also supports and promotes the WOW - Wonderful Outdoor World outreach to urban children and was instrumental in the re-launch of Take Pride in America. ARC was also instrumental in launching National Get Outdoors Day, a national effort dedicated to helping children enjoy healthy, active outdoor lives.

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