



American Recreation Coalition

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

NEWS

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U.S. REPRESENTATIVE SAM FARR RECEIVES 2014 SHELDON COLEMAN GREAT OUTDOORS AWARD

Washington, D.C. (June 10, 2014) - U.S. Representative Sam Farr (D-CA-20) has been selected to receive the 2014 Sheldon Coleman Great Outdoors Award – the recreation community's most prestigious award. The award will be presented on the evening of June 10th on Capitol Hill as a featured event of Great Outdoors Week 2014. The presentation will be made by top American Recreation Coalition and The Coleman Company leaders.

ARC has presented this award since 1989 to an individual whose personal efforts have contributed substantially to enhancing outdoor experiences in America. The award was established in memory of Sheldon Coleman (1901-1988), longtime Chairman of The Coleman Company and a visionary champion of outdoor recreation and conservation. Winners are selected by recreation and conservation leaders from both the private and public sectors.

2014's award recognizes Congressman Farr's dedication to championing scenic byways, national parks and partnerships, all causes outlined as key to protecting America's Great Outdoors and connecting Americans with their shared legacy of special places. The Congressman played a central role in the establishment of the nation's newest national park, Pinnacles, and has co-chaired the U.S. Congressional Travel and Tourism Caucus for much of his Congressional career. His California district includes such world-renown sites as Big Sur, the Monterey Bay National Marine Sanctuary and Pinnacles National Park. While a member of the California State Assembly, Mr. Farr helped pioneer a innovative and sustainable state tourism structure. That experience helped him lead efforts of the Congress to create a new corporation to lead promotion of the USA to international travelers, now called Brand USA. Brand USA is already achieving an increase in international visitors to the nation – and is using

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2014 Sheldon Coleman Great Outdoors Award Add One

national parks and America's Great Outdoors as its leading promotional theme.

“I am proud to receive this year’s Sheldon Coleman Great Outdoors Award. Protecting our outdoor places not only preserves them for future generations to enjoy; it is also one of the best investments we can make to grow the economy right now,” said Farr. “These special places become hubs of human activity, drawing visitors in from all over to spend money supporting local businesses. We have seen that work over and over on California’s Central Coast. Show me a region that practices smart conservation techniques and I will show you a thriving local economy.”

Representative Farr has told his supporters in the recreation and travel communities that his efforts are far from completed. He is actively pursuing means to promote federal recreation sites domestically, especially in light of the 2016 Centennial of the National Park Service. He also intends to be certain that future federal surface transportation programs support the needs of national parks, national forests and other federal sites.

The 2014 Sheldon Coleman Great Outdoors Award is an original work entitled “Eagle Woman” created by Darrell Norman, a Blackfeet artist from Montana

Past recipients of the Sheldon Coleman Great Outdoors Award include President George H.W. Bush (1990), National Geographic Society Chairman Gil Grosvenor (1994), U.S. Senators John Breaux (1991), Frank Murkowski (1997), John Chafee (1998) and Lamar Alexander, U.S. Representatives Jim Oberstar (1996) and Ralph Regula (2000), Transportation Secretaries Norman Mineta (2003) and Rodney Slater (1999) and Secretaries of the Interior Ken Salazar (2011) and Dirk Kempthorne (2008). Several of these distinguished Americans are likely to be among those who will gather in Washington to honor Congressman Farr as this year’s recipient.

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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 \$600+ 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.