



American Recreation Coalition

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

NEWS

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WY GOVERNOR MATT MEAD'S EFFORTS TO CHAMPION OUTDOORS BENEFIT WYOMING NONPROFIT



Cheyenne, WY (December 11, 2015) – The Great Outdoors Month™ Partnership recently selected Wyoming Governor Matt Mead's 2015 Public Service Announcement (PSA) promoting healthy, active outdoor fun as one of three national winners. The selection entitled the Governor to designate a nonprofit organization helping to connect America's kids to the

outdoors for a donation. At a December 9 gathering in his office, Governor Mead presented the "WY Outside" program with the \$1,000 action grant to support its important work.

In the PSA the Governor praises Wyoming's great public lands and waters and the recreation opportunities they provide to families, saying, "Some of the very best memories I had growing up were with my mom, my dad and brother and sister and when we had the opportunity to be outside somewhere." See the winning PSA [here](#).

Governor Mead and the state of Wyoming are in the forefront of finding new, innovative ways to get children and families outdoors. WY Outside, a coalition of public, private and nonprofit organizations, was officially organized in 2013, during his first term as Governor. Its mission is to encourage children and their families to enjoy the outdoors.

In 2015, Governor Mead hosted the initial Wyoming Capital Campout which featured the nation's first-ever bilingual Capital Campout - Campamento y Comida en el Parque, designed to reach Wyoming's fast-growing Latino community as part of Great Outdoors Month™. The national celebration of Great Outdoors Month™ complements the governor's interest in introducing more people, especially children, to Wyoming's outdoors.

As incoming Chairman of the Western Governors' Association (WGA), Governor Mead is positioned to continue Great Outdoors Month™ 2015's successes into 2016 and beyond. He is committed to making Great Outdoors Month™ 2016 an important part of WGA's agenda through Governor's Campouts, partner events and more.

Gov. Mead's Efforts to Champion Outdoors Benefit Nonprofit Add One

"Outdoor recreation is part of a healthy lifestyle for kids and adults," said the Governor, "It brings families and friends together and provides memories that last a lifetime. It nourishes the body and soul. I hope everyone, residents and visitors alike, can experience the great outdoors in Wyoming this coming year."



Governor Mead presented the action grant to WY Outside at a ceremony in Cheyenne where he was honored as a 2015 recipient of the prestigious [Sheldon Coleman Great Outdoors Award](#). He is the third winner from Wyoming, joining former U.S. Fish & Wildlife Service Director John Turner (1992) – for whom he interned while in high school – and former U.S. Senator Malcolm Wallop (1996).

The Coleman Award recognizes extraordinary individual efforts to enhance outdoor recreation experiences and opportunities and has been presented by the American Recreation Coalition and The Coleman Company each year since 1989. The Governor was joined in Cheyenne by representatives from the American Recreation Coalition, The Coleman Company – the Founding Sponsor of Great Outdoors Month™ – and other public and private partners from the recreation community.

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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 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.