

ISSUE:                   **GREAT OUTDOORS MONTH 2008**

BACKGROUND:

June has become a symbolic time for celebrating and acting to protect and enhance America's Great Outdoors. Independently, key recreation and conservation organizations have created special days and weeks to focus on various recreation pursuits and infrastructures. Recognizing this, the White House proposed the designation of Great Outdoors Month in 2004, and invited the American Recreation Coalition (ARC) to discuss such an initiative with organizations with June celebrations and/or interests in being part of a month focusing on the Great Outdoors. ARC found substantial interest and, after thorough and senior review of the proposal by the White House, the first Great Outdoors Month proclamation was issued for June 2004. Since that time, key national organizations have worked to strengthen efforts during the month and seek synergies, especially in media efforts.

Key current June activities include National Trails Day, National Boating and Fishing Week, Great Outdoors Week and the Sheldon Coleman Great Outdoors Award presentation, the Great American Backyard Campout, Clean Beaches Week and, beginning in 2007, proclamations of Great Outdoors Month by nearly half of the nation's governors.

As the coordinating national organizations look to 2008, special efforts will be made to attract the nation's elected leaders to involvement in Great Outdoors Month and its activities. New efforts are also under consideration, including: Governors' Conferences on Kids and the Outdoors; outdoors events coordinated by state park directors and hosted by governors, including "campouts at the capitol;" an expanded Great Park Pursuit program developed initially by Connecticut; a new Take Your Kid Outdoors Day; a series of music/food/volunteerism/competition festivals in key urban areas across the nation; a Great Outdoors sweepstakes; a White House Summit and Outdoor Opportunities Expo; and more.

ACTION NEEDED:

Key federal agency leaders, representing such entities as the National Park Service and the Forest Service, have served as advisors to past Great Outdoors Month efforts. ***We ask your support of this initiative by agreeing to serve as an Honorary Co-Chair of Great Outdoors Month 2008.***

MORE INFORMATION:

Derrick A. Crandall, President  
American Recreation Coalition  
1225 NY Ave, N.W., Suite 450  
Washington, D.C. 20005  
202-682-9530 [derrick@funoutdoors.com](mailto:derrick@funoutdoors.com)