



GREAT OUTDOORS MONTH®

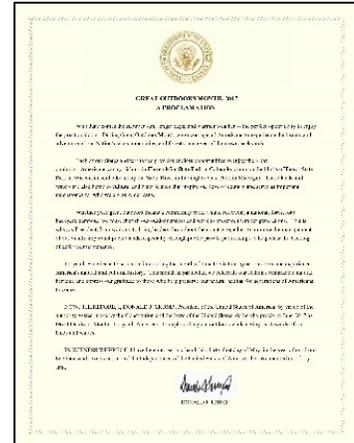


2017: A GREAT SUCCESS

Longer days and warm weather have lots of Americans outdoors and having fun this summer – and a very successful Great Outdoors Month® 2017 deserves some credit!

GOVERNMENT ACTIONS:

- For the 14th straight year, the [President proclaimed Great Outdoors Month®](#). President Trump joins President Barack Obama, President George W. Bush and President Bill Clinton – who recognized Great Outdoors Week beginning in 1997 – in shining a national spotlight on the healthful and economic benefits of outdoor recreation to America.
- All 50 governors – Republican, Democrat, Independent, new and returning – [issued state proclamations](#) highlighting both specific state efforts and the work of Great Outdoors Month® partners in helping people get outdoors.



Click the picture for downloadable Proclamations

“Various Great Outdoors Month events, including National Trails Day, National Get Outdoors Day, the Great Outdoors Day of Service, the Great American Campout, Kids to Parks Day and more, help connect citizens of all ages to healthy fun outdoors.”

- Governor John Hickenlooper, Colorado

- 45 proclamations reference recreation’s economic impact, up from 34 in 2016
- 27 proclamations reference **National Trails Day®**, up from 21 in 2016
- 27 proclamations reference **National Get Outdoors Day**, up from 20 in 2016
- 20 proclamations reference **Kids to Parks™ Day**, up from 15 in 2016
- 21 proclamations reference the **Great Outdoors Day of Service**, up from 14 in 2016
- 24 proclamations reference the Great American Campout, up from 18 in 2016
- For the first time, the U.S. Senate [unanimously approved a resolution](#) designating June 2017 as Great Outdoors Month®. [The resolution](#) received bipartisan support, and was led by Senator Steve Daines (R-MT) in cooperation with Senator Gary Peters (D-MI) and five other bipartisan cosponsors.
- Also for the first time, Secretary of the Interior Ryan Zinke tweeted his excitement about Great Outdoors Month®...and his message was **retweeted by President Donald Trump!**
- More than 400 mayors and town councils joined in by recognizing specific events like **Kids to Parks™ Day**.



GREAT EVENTS:

- More than a million people celebrated Great Outdoors Month® by participating in [thousands of events in all 50 states](#)
- [Kids to Parks™ Day](#) had its biggest event ever with more than 1,700 events in all 50 states!
- Great ideas for the great outdoors were shared across the country as part of the 2nd annual [RECx at Partners Outdoors 2017](#), and have been viewed more than 2,700 times
- Interior Secretary Ryan Zinke addressed the 2017 [Outdoor Recreation Leadership Summit](#) with a [special video message](#)
- [National Trails Day®](#) celebrated its 25th anniversary with more than 120,000 people participating in almost 1,500 events across the country.
- 33 states hosted free fishing days during [National Fishing and Boating Week](#)
- [National Marina Day](#) launched an ambitious expansion to a summer-long event: [National Marina Days: Summer of Giving](#)
- The U.S. Forest Service and several state park systems celebrated [National Get Outdoors Day](#) by going fee free!
- More than 220 official [National Get Outdoors Day](#) events were held, including [Denver's 10th annual event](#)



- Service corps members from 14 corps across the country volunteered on the National Mall as part of the [Great Outdoors Day of Service](#)
- Close to 200,000 people pledged to get outdoors and camp as part of the [Great American Campout](#)
- 10 great trails projects and one state trails program were recognized by the Coalition for Recreational Trails at the [Tom Petri Annual Achievement Awards](#) on Capitol Hill
- Governor's Campouts took place for the 4th straight year, including events in Delaware, Indiana, Oregon and Wyoming involving Governors and major public/private partnerships



**GREAT AMERICAN
CAMPOUT™**

"It was an honor to be invited to participate and present. I wish you continued success with Partners Outdoors, RECx, Great Outdoors Month, and on and on as you seek to evolve programming and grow awareness and respect for America's outdoor recreation assets and people."

- Todd Davidson, CEO, Travel Oregon

MEDIA COVERAGE

- Google search for Great Outdoors Month® and related events yields 527,000,000 results, a dramatic increase from 290,000,000 in 2016
- Combined direct social media reach of more than 1.2 million through our partners
- Stories from outlets big and small. Some examples:
 - [Are You Up to the Challenge of Outdoor Fun?](#) (Abilene Reporter-News)
 - [June is Great Outdoors Month! 7 Ways to Get Outside with Your Family](#) (Huffington Post)
 - [June is the Month to Celebrate the Great Outdoors](#) (Kansas City Star)
 - [Kids Took Over Sloan's Lake Saturday for the 10th Annual National Get Outdoors Day](#) (Denver Post)



CORPORATE ATTENTION

- 2017 saw companies like Hilton Hotels and Casio join recreation stalwarts like Coleman and Bass Pro Shops in recognizing Great Outdoors Month®

Great Outdoors Month® has always encouraged all of us – outdoor rookies and experts alike – to connect with and enjoy America’s Great Outdoors, and 2017 was the biggest year yet! A big THANK YOU goes out to all of our public and private partners who helped make June 2017 the best Great Outdoors Month® yet. See you in 2018!

Thanks to All The Great Outdoors Month® Partners!



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Thanks to All Our Great Outdoors Month® Supporters!



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NatureBridge

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