



## MOVE TO PLAY & LEARN



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### **The American Recreation Coalition and the US Forest Service are teaming up to use mobile gaming technology to get kids outdoors, having fun and engaging with nature.**

**Jackson Hole, Wyoming June 13th, 2016:** As an exciting wrap up to this year's Great Outdoors Western Campout in Jackson, WY, the U.S. Forest Service is pleased to announce the launch of the Discovery Agents mobile game at Bridger-Teton National Forest. On Tuesday, June 14 at the Snow King Resort, 18 western governors will join families with fourth graders and grab their mobile devices to step into an exciting world of outdoor exploration through virtual reality and geo-located challenges.

The Discovery Agents "Mission Site" at the Bridger-Teton National Forest represents a Move to Play and Learn revolution that is rapidly spreading across the country as parks agencies recognize the value of engaging kids with nature through interactive technology. "The launch of Discovery Agents at Bridger-Teton shows how technology can help make the outdoors fun and exciting for a diverse population of American kids in the 21st century" states Derrick Crandall, President of the American Recreation Coalition.

This exciting addition to the Great Outdoors Western Campout comes on the heels of the announcement that the U.S. Forest Service and American Recreation Coalition have joined forces to bring Discovery Agents to more than 60 national forests across the country in 2016.

"The Forest Service is thrilled to join a special group of early adopters who see the power of technology to connect youth with nature and their public lands. We are excited to partner with ARC and Discovery Agents to develop this innovative concept and welcome today's young visitors to the national forests and grasslands. It's going to be an adventure!", says Leslie Weldon, Deputy Chief of National Forest Systems with the U.S. Forest Service.

"Through this innovative mobile game, Discovery Agents is changing the way we think about technology-- speaking in a language younger generations can understand in order to get them connecting with the outdoors and learning about the world around them" states Mary Clark, CEO of Discovery Agents: "In today's society, 97% of grade four students play video games, 56% own a mobile phone, but only 7% get their daily recommended physical exercise. Discovery Agents uses the technology kids love to encourage outdoor fun and learning."

Families from each western state attending the Great Outdoors Western Campout are sponsored through the "Every Kid in a Park" program. The program, an initiative of the White House and partnership with federal land management agencies, aims to expand opportunities for fourth-grade students across the country to experience federal public lands and waters firsthand.

The Great Outdoors Western Campout. is hosted by Wyoming Governor Matt Mead June 10-15, 2016, the campout welcomes families with fourth graders to Wyoming's Grand Teton National Park to promote in outdoor recreation and exploration.

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