Overall Numbers:
In process

Program Partners:

The following list is of all companies and government entities that been partners on a National level of the WOW program at one time or another.

The Coleman Company  USDA Forest Service
Leave No Trace  USDA National Park Service
Los Angeles City Department of  The Walt Disney Company
Recreation and Parks  Wells Cargo
The Recreation Roundtable

[MOU has eight federal agency signers – includes USDI Bureau of Land Management, USDI Bureau of Reclamation, USDI Fish and Wildlife Service, US Environmental Protection Agency, USDA Natural Resources Conservation Service, and US Army Corps of Engineers]

Events:

Los Angeles:

- **Annual Tournament of Roses**: Starting in 1998, the City of LA WOW program in partnership with Bob Tanner, Reds Meadow, and Disney presents the only youth equestrian unit in the Tournament of Roses Parade. Eight youth are selected to ride and are accompanied by Reds Meadows wranglers, a member of the Forest Service, a member of the Park Service as well as representatives from the Federal Government. Past riders have included Interior Secretary Gale Norton, Interior Deputy Secretary Lynn Scarlett, Forest Service Chief Mike Dombeck and other top federal officials.

- **Annual Reds Meadow Summer Camping Trip**: In preparation for the TOR youth selection, the City of LA takes a select number of WOW campers to Reds Meadow for a camping trip. There the youth experience riding horses. From this group, the final eight campers/riders are selected. After the selection the youth go through extensive equestrian training.

- **Annual Operations Meeting at Boys Camp**: City of LA has hosted the National Operations meeting each year. This meeting is an opportunity for all cities to get together to discuss their strategies, current issues and future plans.

- **Hosted original WOW training for new WOW host teams**: Upon launch of new city, new staff traveled to Los Angeles to shadow City of La staff.

- **Adapt a Highway-clean-up:**
VIP Campers: among those camping out at LA WOW programs have been such VIPs as Secretary of Agriculture Dan Glickman and his wife, Rhoda. Of note – Dan Glickman is now President of the Motion Picture Association of America. Also joining campouts in the city were Agriculture Under Secretary Jim Lyons and Forest Service Chief Mike Dombeck.

Arizona:
In process

Utah:

• **Utah Federation for youth presented with camping equipment for WOW and more in September 2000:** nearly a full truckload of tents, sleeping bags, stoves, lanterns and other camping equipment was given to the Utah Federation for Youth at a downtown ceremony involving Agriculture Under Secretary Jim Lyons, Utah Lieutenant Governor Olene Walker and Salt Lake City Mayor Rocky Anderson. The gifts were made under the Sheldon Coleman Great Outdoors Partners for Youth Award, presented by the American Recreation Coalition in cooperation with The Coleman Company. In addition to use of some of the equipment for WOW campouts, the camping equipment has been used for the Federation’s work with at-risk youth and cached at libraries around the state, where it was “checked out” by families to help enjoy Utah outdoors.

• **Annual WOW II at Snowbird:** Since the WOW Utah program inception, Dick Bass and Snowbird have sponsored WOW II programs expanding on WOW I program providing more in depth content of outdoor education.

• **University of Utah Somalia Refugee Day Camps:** Somalia Refugees that are hosted by the University of Utah actively participate in the WOW campouts throughout the WOW season

• **2004 EPSN Great Outdoor Games WOW Ambassadors:** Co-sponsored by ESPN and Disney, WOW campers experienced the GO Games as environmental ambassadors. By working in the ESPN tent, the youth interacted with spectators teaching them environmental education by way of the Water Cycle bracelet. In addition, ESPN, Disney and WOW campers provided a community service for the local area by planting a tree.

• **2004 American Discovery Trek concludes in Utah and features WOW program:** an epic trek by teams beginning at the US borders with Mexico and Canada and remaining on public lands for all of their collective 2,000 mile journey concluded in Utah in the summer of 2004. The event was celebrated at This is the Place State Park, where Interior Secretary WOW hosted a WOW camper reunion and joined the campers in volunteer service at the park.
Denver:

- **2006 ESPN Winter X Games WOW Ambassadors-Aspen, CO:** WOW Colorado was the inaugural group to join ESPN and Disney at the Winter X Games. Serving as X Games Environmentality Ambassadors, the youth helped to provided peer-to-peer education on the 3 Way trash sorting system (trash, recycle, compost) at the Games. In addition, ESPN hosted the youth at many environmental activities throughout the Aspen area.

Albuquerque:

- **Annual 5 Day Bike Trek:** Serving as the WOW Albuquerque WOW II program, the 5 day bike trek provides youth to experience the state of New Mexico from a bike. Extensive training prepare youth for the 250 mile bike trek across the state.

- **2003 ESPN Great Outdoor Games WOW Ambassadors-Reno, NV:** Co-sponsored by ESPN and Disney, WOW campers experienced the GO Games as environmental ambassadors. By working in the ESPN tent, the youth interacted with spectators teaching them environmental education by way of the Water Cycle bracelet. In addition, ESPN, Disney and WOW campers provided a community service for the local area by planting a tree.

Washington, D.C.:

- **1999 WOW Kick-Off:** the DC WOW Kick-Off was held on the National Mall on June 10 as part of Great Outdoors Week, allowing more than 100 local youngsters a first-hand opportunity to pitch a tent, cast a fishing line, learn to ski on a ski simulator, cook a meal and make and read maps. Olympic athletes, heads of federal agencies and Members of Congress helped make the event – held less than a block from the U.S. Capitol – a media hit, with coverage by three TV stations in the Washington area.

- **2001 WOW on the Mall:** hundreds of WOW youth spent a busy and fun day on the National Mall just one block from the Washington Monument on June 12, 2001, as DC area partners and the American Recreation Coalition helped the youth learn and perform community service work. Thousands of tourists and commuters also stopped by to learn more about WOW and to watch the youth challenge an artificial climbing wall, learn about the BLM Adopt a Horse program and learn about responsible and safe use of outdoor equipment. VIP guests included Interior Secretary Gale Norton, who helped belay those climbing the walls and told stories of climbing real mountains in her home state of Colorado. Meanwhile, a separate group of more than 150 WOW youth began the day on the banks of the Anacostia, where they fished, canoed and learned about aquatic resources and protection. The two groups rendezvoused for a day’s end gathering on the Mall to hear speakers from public agencies managing more than a third of the nation’s surface.

- **2002 EPSN Great Outdoor Games WOW Ambassadors-Lake Placid, NY:** Co-sponsored by ESPN and Disney, WOW campers experienced the GO
Games as environmental ambassadors. By working in the ESPN tent, the youth interacted with spectators teaching them environmental education by way of the Water Cycle bracelet. In addition, ESPN, Disney and WOW campers provided a community service for the local area by planting a tree.

- 2002 Presidential Fitness Exposition on the White House South Lawn: unlocking America’s natural; health and fitness centers to urban youth.

WOW-Wonderful Outdoor World campers joined President George W. Bush and First Lady Laura Bush on the White House lawn as the President announced his new fitness initiative, HealthierUS. WOW’s display carried the message of “Unlocking America’s Natural Health and Fitness Centers for City Kids” and drew the attention of the President and First Lady. President Bush listened intently to WOW representatives as they touted the benefits of healthy outdoor fun and opportunities for fitness on our national parks, forests and other public lands. President Bush remarked, “More than a third of our children don’t get an hour’s worth of exercise a week.” He added, “Regular hiking through a park can add years to a person’s life.”

The First Lady discussed her personal interest in hiking and the outdoors while the kids talked about their favorite hiking spots in Washington. WOW-Wonderful Outdoor World presents a unique opportunity for urban youth to be active and have fun while exploring natural resources in their own backyards and beyond. As Derrick Crandall, President of the American Recreation Coalition, noted, “Our public lands are great places to burn off calories hiking, biking, paddling and climbing while also burning off stress.” The American Recreation Coalition coordinates the national WOW program.

National and local WOW partners created a special display to highlight WOW’s message. National WOW sponsors, The Walt Disney Company and The Coleman Company, worked with local partners, River & Trail Outfitters (Knoxville, MD) and REI (College Park, MD), to add tents, canoes, bikes and more to the South Lawn. Local WOW campers and sponsors briefed the President and Mrs. Bush on the WOW program and its goals, telling the President that computers and television were tough competitors for kids’ leisure hours but that active fun outdoors can compete successfully.

- 2002 WOW on the Water: WOW Introduces Urban Youth to Healthy, Outdoor Fun on the Water: WOW on the Water – June 11 – focused on the Anacostia River and introduced more than 100 urban youth to canoeing, fishing and aquatic education at Anacostia Park and the Matthew Henson Center. Key executives of national associations and federal agencies will volunteer their time to assure a day of fun and learning for the children. At a recent kick-off for the Second Annual National Physical Education (P.E.) Day, Health & Human Services Secretary Tommy Thompson said “We need to show children the fun in being active and persuade communities to provide more activities for their
youth. We need to stop the guilt-ridden lectures and show kids the enjoyable things that they can do to improve their health.” WOW presents a unique opportunity for urban youth to not only stay active, but also have fun and learn new skills. Derrick Crandall, President of the American Recreation Coalition, added “This is an amazing opportunity for city kids to enjoy an active day on the water. Most of the kids that will participate in the WOW event have never had the chance to canoe or learn how to cast a fishing line. Through the efforts of the WOW program, we are creating an awareness of the resources available in their own backyards while getting them outside and active.” Anacostia Park events included canoeing up the Anacostia River, a visit to the Urban Tree House and participation in “Pathways to Fishing” conducted by the D.C. Department of Health, Health Administration. The Matthew Henson Center activities included presentations by the Patuxent Research Refuge, Project WET, and an expedition on the Half Shell, an on-the-water learning center operated by the Earth Conservation Corps and Living Classrooms. Among those joining the WOW youth were the Secretary of the Interior, Gale Norton, and the Director of the National Park Service, Fran Mainella.

- Great Outdoors Week 2003 -- on the Anacostia River: the tradition of recent Great Outdoors Weeks of showcasing WOW-Wonderful Outdoor World and its nationwide efforts to introduce urban youth to healthy fun in the Great Outdoors continued in June 2003. The 2003 effort focused on Washington’s Anacostia River, providing hundreds of area youth with a “WOW on the Water” experience. Canoes, fishing and aquatic education will be featured, along with introductions to camping and other healthy outdoor activities. Key executives of national associations and federal agencies volunteered their time to assure a day of fun, learning and community service for participating children.

Great Outdoors Week 2004 – Roosevelt Island: as in past years, Great Outdoors Week 2004 included a day of volunteerism and outreach to urban youth through the WOW-Wonderful Outdoor World program. Nearly 150 volunteers and youth gathered on Theodore Roosevelt Island in the Potomac River, a unit of the National Park System, for a day of hard work, learning and fun – and an ice cream social hosted by Blue Bell Creameries of Texas. Participants also received souvenir shirts and hats furnished by ReserveAmerica – which also contributed two truckloads of wheelbarrows, shovels, rakes and other equipment for use by future volunteers at the island and other nearby National Park Service sites.

NEVADA

- 70-FT “FOREVER EARTH” FLOATING LABORATORY AND ENVIRONMENTAL ED CENTER LAUNCHED IN LAKE MEAD: October
2002. Key national recreation interests led by Forever Resorts, operator of Callville Bay Marina at Lake Mead National Recreation Area, presented a large floating laboratory and educational classroom to the Outside Las Vegas Foundation (OLVF) and the National Park Service on Friday, October 4, 2002 at 10:00am. The dedication of the vessel, Forever Earth, featured national and local dignitaries and WOW on the Water activities for nearly 100 Las Vegas youths.

Interior Department Deputy Assistant Secretary Paul Hoffman explained the national significance of the Forever Earth undertaking with representatives of such national organizations as the National Marine Manufacturers Association, the Marina Operators Association of America, the American Recreation Coalition and the National Association of RV Parks & Campgrounds (ARVC).

The new vessel is moored at Callville Bay Marina and is based upon a 70-foot luxury houseboat design. The project also involves a research barge and support watercraft. A team of organizations including Forever Resorts, the National Park Service, the University of Nevada at Las Vegas, the OLVF and others has been at work on this project for two years. The primary goal of Forever Earth is enhanced environmental monitoring and research capabilities at Lake Mead, but another principal objective is to offer area school groups authentic, experiential learning opportunities. Alan O'Neill, Executive Director of OLVF, described the program as a magnificent public/private partnership. He estimated the value of the vessel at more than $500,000, contributed by Forever Resorts and 15 partner businesses. The vessel features state-of-the-art electronics, low-pollution engines and important safety features. The National Park Service, UNLV and others will add additional equipment to the vessel on a continuing basis.

Las Vegas area youths now use the vessel for WOW on the Water programs administered by UN-LV. The WOW on the Water program introduces 8-12 year-olds to fishing and boating, provides a lesson in aquatic resources management and incorporates the recommended daily level of physical activity – something increasingly absent in the lives of American youths. Forever Resorts, has provided support for WOW operations in Phoenix and arranged for the first-ever Nevada WOW event in hopes that the program will find a permanent home in Las Vegas.

ALSO:

BLM recognized with national departmental award for WOW efforts
Eight federal agencies sign WOW MOU at 2003 Great Outdoors Week event
WOW grads tell Partners Outdoors participants about impact of program on their lives at January 2002 session