



national get outdoors day

a celebration of get outdoors colorado

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NEWS RELEASE

For Immediate Release

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Denver to Host Signature National Get Outdoors Day Event

DENVER, Colo., (DATE) – Kick off your summer adventures on Saturday, June 11 at the free *National Get Outdoors Day Denver*, or GO (Get Outdoors) Day. GO Day is the signature event for Get Outdoors Colorado, a coalition to connect kids and families of all backgrounds and abilities to nature, encouraging healthy, active lifestyles.

“Studies show that in the last 20 years, the time kids spend outside has fallen by fifty percent,” said Susan Alden, partnership coordinator with the US Forest Service, Rocky Mountain Region and organizer of this year’s *National Get Outdoors Day Denver*. “We’re fortunate to live in a state that provides a variety of outdoor adventures – from short hiking trips on the Front Range to wilderness backpacking in our remote mountains. GO Day teaches children and their parents how easy it can be to access those adventures.”

GO Day highlights the mission behind First Lady Michelle Obama’s *Let’s Move Initiative* and the new state law requiring Colorado kids to have exercise at school. According to Letsmove.gov, childhood obesity rates in the United States have tripled over the past thirty years and today, nearly one in three children in America are overweight or obese. Unless successfully managed now, overweight children will experience a lifetime of health problems, including diabetes, heart disease and high blood pressure. Frequent outdoor activity helps kids maintain a healthy weight, boosts their immunity and bone health and lowers stress.

The 2011 *National Get Outdoors Day Denver* is expected to draw 10,000 people to City Park and will showcase over 75 outdoors-related organizations. Event highlights include:

- A number of activity zones offer a variety of outdoor experiences to participants, including *Outdoor Connections*, *Get Into the Outdoors*, *Take a Family Fishing*, *Junior Ranger Camp*, *Cultural Connections*, and *The Health Zone/The Farmers Marketplace*.
- A climbing wall, fishing lessons, kayaking excursions and mountain biking may be enjoyed by all!
- The *Fit4Colorado Walk*, sponsored by CBS Channel 4 and led by Jim Benemann. The 3-mile walk will start from GO Day’s center stage at 9:30 a.m.

For more information on the fourth annual GO Day, or to register your organization for a booth, visit <http://www.getoutdoorscolorado.org/>. Volunteers are needed! Contact Becca Summer at 303.715.1010 (x111) or Becca@voc.org to sign up today.

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National Get Outdoors Day Denver on Saturday, June 11th in Denver's City Park is a free, public event that connects kids and families of all backgrounds and abilities to nature, encouraging healthy, active lifestyles. Kick off your summer adventures by participating in on-site, outdoor activities like mountain biking, rock climbing, fishing and even kayaking, right in downtown Denver. Studies show that in the last 20 years, the time kids spend outside has fallen by fifty percent, yet frequent outdoor activity helps youth maintain a healthy weight, boosts immunity and lowers stress. So join us for a free day of fun and adventure and learn how you can GO- Get Outdoors!- this summer. For more information, visit www.getoutdoorscolorado.org.