



## Outdoor Nation 2011 Regional Youth Summits Delegate Information

### What is Outdoor Nation?

Outdoor Nation, an initiative of the Outdoor Foundation, is a national movement of young adults aged 18-26 passionate about the outdoors. Through entertainment, education, engagement and action, Outdoor Nation and its community of 'Outsiders' work to dramatically increase and expand youth participation in the outdoors – resulting in a healthier, more active generation.

### What are the Outdoor Nation Summits all about?

If there is one thing that defines our generation it is that we like to be connected to our friends (at all times) and we like to do things together. So, each summer, we "Outsiders" all get together to do what we love to do – hang out outdoors AND work on projects so that everyone will have the chance to have fun outdoors forever (and ever). During the Youth Summits we all get together, discuss the things that are important to Outdoor Nation, learn from each other and come up with ideas to overcome the challenges young people face getting outdoors. Whether that is access to information, or the need to learn how to have fun outdoors, or no safe places nearby, or whatever, we pull all of our creative ideas together and come up with a workable solution. Then, the Outdoor Foundation supports us with grant money, training and really everything we need to get the job done. It's a pretty great way to spend a weekend.

### Where are Outdoor Nation Regional Summits & Summer Fun Days going to be?

#### New York City

Location: Aviator Sports and Event Center, Floyd Bennett Field, Gateway National Recreation Area  
Regional Summit June 24-26th  
Summer Fun Day June 25th

#### Atlanta

Location: Clark Atlanta University  
Regional Summit July 8-10th  
Summer Fun Day at Sweetwater Creek State Park July 9th

#### Minneapolis

Location: University of Minnesota-Twin Cities, Saint Paul  
Regional Summit July 15-17th  
Summer Fun Day at For Snelling State Park July 16th

#### Denver

Location: Cherry Creek State Park  
Regional Summit July 22-24th  
Summer Fun Day July 23rd

#### San Francisco

Location: The Presidio, Golden Gate National Recreation Area  
Regional Summit July 29-31st  
Summer Fun Day July 30th



### **Why Should I attend a 2011 Outdoor Nation Regional Summit?**

1. Make cool friends who care about the outdoors (maybe find a new belay buddy!).
2. Get funds, tools and training to implement YOUR ideas!
3. Road trip! Food and lodging are totally paid for.
4. Play around and try new outdoor activities at Summer Fun Day.
5. Who knows what kind of free swag you'll walk away with?!
6. Really make a difference... so that the whole country can GTFO!

### **Will there be other activities during the summit weekend?**

You bet! As part of this can't miss weekend, you also get the chance to spend some quality and well deserved time outdoors because each summit will include a Summer Fun Day, an afternoon that will include a robust range of recreation and entertainment activities. You will get the chance to participate in traditional recreation activities like kayaking, fishing, climbing, hiking, and biking, and other activities like outdoor music, birding, wildlife programs, art, and theater.

Don't worry about your nights either, because there will be fun things to do and good conversation to be had on both Friday and Saturday night!

### **Who is going to be there?**

Young people, age 18-26, who want to be part of a youth-led movement that is working to champion outdoor issues on campuses and in communities across the country. People just like you who are decision makers and leaders that want to inspire others to get outside.

### **Who pays for all this?**

Summit delegates are responsible for their own travel to and from the Summit. Outdoor Nation will of course provide food and all necessary materials for all delegates during the Summit.

Outdoor Nation provides lodging for delegates who are traveling from outside of the Summit location's metro area. The New York City, Denver and San Francisco Summits will offer camping opportunities. Out-of-town Atlanta and Minneapolis Summit delegates will be staying on campus at the Summit locations.

### **What kind of experience does an Outdoor Nation Summit provide?**

This kind of experience can't be missed. Where else will you get to hang out with cool people, talk about outdoor topics that are important to you, become a better leader, and get a chance to be part of a big idea that actually gets funded and made into a reality?

You will be doing a ton of work, but it is guaranteed that the Summits will be a blast from beginning to end. Between the excitement of the summit and the fun outdoor time during Summer Fun Day, you can be assured that this will be a memorable and quality (life changing) experience.

### **What networking opportunities will I have at an Outdoor Nation Regional Summit?**

At each regional summit, you will have the opportunity to network and chat with many different organizations from within the outdoor industry and beyond, including: The North Face, REI Foundation, The Conservation Fund, Merrell, Play Outdoors, America's State Parks, The National Park Service, SmartWool, YMCA, Sierra Club, National Wildlife Federation, Audubon, Outdoor Outreach, Stewardship Council, US Forest Service, US Fish and Wildlife Service, Bureau of Land Management, Johnson and Johnson, CIGNA, and many, many more.

### **How do I get involved and attend an Outdoor Nation Regional Summit?**

- If you are involved with a not-for-profit organization, check with them to see if you already have a reserved seat
- Apply through the Outdoor Nation website at [OutdoorNation.org](http://OutdoorNation.org)



## Outdoor Nation Youth Summit & Community Summer Fun Day Partnership Opportunities

In 2010, Outdoor Nation made history. Harnessing the energy, ideas and enthusiasm of a new generation of Outsiders, the Outdoor Nation Youth Summit and Festival was the **largest and most diverse event of its kind in America's history**. More than 30,000 festival goers converged on NYC Central Park to experience a range of exciting outdoor activities – from rock climbing to kayaking. And, for the first time, 500 young leaders representing all 50 states joined together to address the growing disconnect between young people and the outdoors.



In 2011, Outdoor Nation will continue to mobilize a movement -- building on our momentum by hosting **5 Regional Youth Summits across the country**. With our partners, we will bring together thousands of young people to identify top issues, brainstorm creative ideas and commit to taking action, individually and collectively. Summit locations include: New York City, Atlanta, Minneapolis, Denver and San Francisco.

Tied to each regional Summit, and with our national partner America's State Parks, Outdoor Nation will co-host a **Summer Fun Day that will engage thousands of individuals as well as raise awareness about the importance of our parks and public lands**. High profile and inclusive, the events will introduce local communities to the outdoors in ways that are fun, meaningful and culturally relevant. Our partners will offer traditional activities like kayaking, climbing, hiking, and biking, and non-traditional opportunities such as outdoor theater, music and art.

### Denver Summit and Summer Fun Day July 22 – 24

With our lead partner Colorado State Parks, Outdoor Nation will descend on Denver July 22 - 24 for its Rocky Mountain Regional Youth Summit and Summer Fun Day. In addition to the State Parks, Outdoor Nation is working with a wide range of local and national not-for-profit organizations such as the YMCA and Environmental Learning For Kids to identify youth leaders with diverse backgrounds and experiences to attend this once-in-a-lifetime opportunity. **Outdoor Nation is looking for additional partners in this region to recommend young leaders, ages 18-26, who want to be part of a youth-led movement that is working to champion outdoor issues on campuses and in communities in the Rocky Mountains. We'll even reserve seats for the best and brightest!**

Held at Cherry Creek State Park, the three-day Youth Summit will bring together more than 250 young leaders to connect with local peers, identify the most pressing regional outdoor issues, discuss and develop strategies and solutions, receive leadership training and ultimately commit to taking action -- together. And, of course, the delegates will have fun too! With top trainers, facilitators and world class speakers, Outdoor Nation will ensure delegates experience a meaningful leadership development program that provides the tools, information, access and resources they need become outdoor champions and community leaders.

Tied to the Youth Summit and in partnership with Colorado State Parks, Outdoor Nation will host an exciting Summer Fun Day – turning Cherry Creek State Park into the ultimate, outdoor adventure playground by offering a wide range of activities from rock climbing and paddling to outdoor music and photography. Our objective is to introduce people of all ages to the outdoors in ways that are fun and relevant, fusing pop culture with an outdoor ethic and lifestyle.

## Ways to Get Involved

One of the core strengths of Outdoor Nation lies in its collaborative approach – bringing together a diverse range of partners, especially in the not-for-profit sector. Coalition organizations include the YMCA, Sierra Club, Student Conservation Association, Audubon, Environmental Learning for Kids and Chose Outdoors.

### **Become a Coalition Partner**

*Lend your voice.* Nominate your own youth leaders to participate in three interactive days and showcase your organization's commitment and unique perspective in areas of the environment, sustainability, volunteerism and community engagement, health and wellness.

*Reach and collaborate with Millennials.* Leverage the events to connect with youth from your region -- positioning your organization as a community leader with this generation.

*Strengthen your brand.* Support a movement that combines youth leadership, environmental stewardship and health and wellness. Activate your brand with an influential audience of local and regional youth leaders who are helping to define the future relationship between Americans and the outdoors.

*Make a local impact.* Celebrate the outdoors and highlight your programs and local impact by participating in a Summer Fun Day with thousands of local families and citizens at Cherry Creek State Park.

*Network and Invest.* Enjoy exclusive, focused time to forge strategic relationships and partnerships with the Outdoor Nation community and Colorado State Parks, as well as, a diverse mix of thought leaders, decision makers and creative visionaries working to protect and promote the outdoors.

*Additional benefits may include:*

- Reserved seats for sponsor-selected youth delegates at the Summit.
- Area for outdoor activity at Cherry Creek Summer Fun Day
- Speaking opportunities during Summit
- Recognition in the in-park materials used the day of event
- Ability to distribute up to 10,000 product samples or literature at all event
- Recognition on Outdoor Nation website and Summit Program



### **The Youth Experience**

- Delegates will connect with local peers who share their passion for championing the outdoors
- Delegates will receive funding, tools and training to implement their ideas
- During the Summit, all food and accommodations will be provided
- Enjoy new outdoor activities at Summer Fun Day
- Opportunity to make a difference and be part of a youth-led national movement for the outdoors

Check out [www.outdoornation.org](http://www.outdoornation.org) for more information on the Summit and Summer Fun Day, how to apply and other opportunities through Outdoor Nation!

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