



## Great Outdoors Month® 2018 was a huge success! And there is much to celebrate:

- **The President and all 50 governors** officially proclaimed June as Great Outdoors Month! The proclamations are colorful and most reference our signature events. Many reference impressive new stats on outdoor recreation from the Bureau of Economic Analysis' Outdoor Recreation Satellite Account.
  - 41 proclamations reference recreation's economic impact
  - 26 proclamations reference **American Hiking Society's National Trails Day®**
  - 22 proclamations reference the **Recreational Boating and Fishing Foundation's National Fishing and Boating Week**
  - 26 proclamations reference the **National Get Outdoors Day**, coordinated by the **Outdoor Recreation Roundtable** and the **U.S. Forest Service**
  - 20 proclamations reference the **National Park Trust's Kids to Parks™ Day**
  - 21 proclamations reference **The Corps Network's Great Outdoors Day of Service**
  - 24 proclamations reference the **National Wildlife Federation's Great American Campout**
- The **U.S. Senate unanimously declared** June 2018 Great Outdoors Month – led by Sen. Steve Daines (R-MT) with eight bipartisan co-sponsors.
- Interior Secretary Ryan Zinke encouraged everyone to enjoy their Great Outdoors during June in a great video at [www.doi.gov/video/june-great-outdoors-month](http://www.doi.gov/video/june-great-outdoors-month). Sec. Zinke also proclaimed **"Recreation is Back!"** in a video highlighting recreation's new look and increased prominence at the Department.



- The first-ever **"Great Outdoors Challenge Coin"** honors contributions of America's governors as "Champions of the Great Outdoors" for their efforts in recognizing outdoor recreation's health, educational, economic and social benefits.
- New **Lead Sponsor Aspira™** joins Great Outdoors Month for 2018 and beyond.
- Media across the country spotlighted Great Outdoors Month®. A Google News search for Great Outdoors Month 2018 brings back almost 25 million results, including an AP story from Vermont which notes Governor Phil Scott's proclamation, as well as new programs designed to bring first-time campers to parks through public-private partnerships and park prescriptions: [www.usnews.com/news/best-states/vermont/articles/2018-06-16/vermont-gov-hopes-to-grow-outdoor-industry-with-private-help](http://www.usnews.com/news/best-states/vermont/articles/2018-06-16/vermont-gov-hopes-to-grow-outdoor-industry-with-private-help), See some of the month's best media stories at [www.greatoutdoorsmonth.org/gom-in-the-news](http://www.greatoutdoorsmonth.org/gom-in-the-news).

- Americans enjoyed healthy, active fun outdoors at more than 10,000 events in all 50 states including:

- **Kids to Parks™ Day** (more than 1 million participants in all 50 states),
- **Bike Travel Weekend** (more than 8,400 people in 16 countries and 49 states rode more than 850,000 miles)
- **National Get Outdoors Day** (fee free days at all U.S. Forest Service Sites, as well as several state park systems)

- Included **11<sup>th</sup> annual event in Denver** featuring federal, state, local and private partners, and major event at **Fort Vancouver National Historic** site in Washington



- **National Fishing and Boating Week** (free fishing days in states across the country and 2,000 #ReelFun Fishing events at Walmart stores across the U.S.),
- **KIDS Boating and Fishing Week** (eight great events hosted by the Massachusetts Marine Trades Association)
- **Great Outdoors Day of Service** (the Washington area event included Interior Deputy Director David Bernhardt and NPS Acting Director Dan Smith and nearly 200 conservation corps members),
- **Great American Campout** (close to 592,000 people pledged to camp this summer)

- Great ideas for the great outdoors were shared across the country as part of the 3<sup>rd</sup> annual **REcX at Partners Outdoors 2018** and have been viewed thousands of times, live and archived.
- A revamped **www.greatoutdoorsmonth.org** saw significant increases in Sessions, Traffic and Pageviews in May and June. The site saw large increases in the volume of traffic from social media in May (+394%) and June (+49.2%) thanks to the new **#EscapeTheIndoors** campaign by Great Outdoors Month Council members and partner organizations.
- Agents of Discovery **D.C. Explorer Campaign** launch event at Canadian Embassy in Washington, D.C. – adding augmented reality fun to park and recreation site visits by kids.
- 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.

**Great Outdoors Month® has always encouraged all of us – outdoor rookies and experts alike – to connect with and enjoy America’s Great Outdoors, and 2018 was our best year yet! A big THANK YOU goes out to all of our public and private partners who helped make June 2018 the best Great Outdoors Month® ever. See you in 2019!**

**Thanks to the entire Great Outdoors Month Council!**

