



ABOUT OUTDOOR NATION

What is Outdoor Nation?

Before the recent youth-led revolutions that are now happening around the world—there was Outdoor Nation. Okay, we probably didn't influence those uprisings but we do share a belief in the power and passion of young people and our ability to start a revolution.

Founded by a community of young Outsiders, Outdoor Nation (ON) is the place to fuel your passion for the outdoors. We host awesome Summits, award \$ for great ideas, lead outdoor outings, work with youth and connect with others like us—all in an effort to mobilize an outdoor movement that is fun, meaningful and impactful.

Wouldn't it be a better world if everyone spent more time outdoors? The way we see it—definitely. So, we're starting a revolution to make that happen, one community at a time.

HISTORY

Once upon a time, a guy named Richard Louv who wrote a book called, *The Last Child in the Woods*. Pretty soon, people all across the country were organizing to create programs that would get little kids outside. People who didn't even care about these little tykes before were suddenly aware of "Nature Deficit Disorder" and they became die-hard advocates for "No Child Left Inside".

While all these changes were going on, we couldn't help but wonder, in perhaps the stereotypical selfish young adult way, what about us?! We, the youth of America, need access to the outdoors as much as toddlers and teenyboppers. Luckily, we can speak for ourselves. And that's where Outdoor Nation comes in.

With the support of a coalition of retailers, outdoor educators and conservation groups, Outdoor Nation rose to stardom in June 2010 in New York City's Central Park with the first-ever Outdoor Nation Youth Summit.

OUTDOOR NATION YOUTH SUMMITS

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 check out a range of exciting outdoor activities—from rock climbing to kayaking. And, for the first time, more than 500 young leaders representing all 50 states joined together to address the growing disconnect between young people and the outdoors.

Over the two-day event, delegates set a national outdoor agenda, identified on-the-ground actions and committed to take action as individuals as well as together. We drafted an Outdoor Nation Declaration that outlines our commitment and priorities, produced a Special Report on America's Great Outdoors for President Obama, started hundreds of projects across the country and ultimately sparked an outdoor revolution.

Building an Outdoor Nation
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This year, Outdoor Nation is continuing to mobilize our movement—building on our momentum by hosting five 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.

The 2011 Outdoor Nation Summits are presented by The North Face, The REI Foundation and The Conservation Fund and supported by many other organizations including Recreational Boating and Fishing Foundation, America's State Parks, the National Park Service, Fish and Wildlife Service, Forest Service, Osprey, the S. D. Bechtel, Jr. Foundation, Merrell, Play Outdoors, SmartWool, Mountain Hardwear, Eastern Mountain Sports, Johnson and Johnson, CIGNA, The Presidio Trust, Clark Atlanta University, The Crissy Field Center, and more than 100 invested organizations from the public, private and not-for-profit sectors.

During each regional summit, delegates will discuss regional issues and brainstorm project ideas that will remove barriers to participation and ultimately engage more young people in the outdoors. Outsiders will also gain direct exposure, through speakers and targeted sessions, to some of the most transformative national campaigns going on in the country including America's Great Outdoors, Let's Move and the campaign for America's State Parks. The top ideas in each region will be determined by democratic vote. The Outdoor Foundation will invest more than \$100,000 this summer in youth-driven projects -- \$50k for the best ideas from the Summits and \$50k to support and help implement the America's Great Outdoors initiative made possible with support from the National Park Service.

Tied to each regional Summit, 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. Activities will include rock climbing, kayaking, biking, hiking, birding, music and more!

2011 OUTDOOR NATION YOUTH SUMMIT LOCATIONS

New York City	June 24-26
Atlanta	July 8-10
Minneapolis	July 15-17
Denver	July 22-24
San Francisco	July 29-31

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