



Working to Protect the Future of America's Great Outdoors
2013 – CONSERVATION AND THE OUTDOOR ECONOMY

Go Week

Great Outdoors America Week

America's Great Outdoors are cherished and celebrated by people around the world. As simple as local playgrounds and as magnificent as National Parks, America's Great Outdoors remain our collective backyard. Unfortunately, today many of the experiences and opportunities that we have all shared are in jeopardy. Now more than ever we need to reconnect Americans, especially young people, to the places we all care about, and work to ensure the future of the outdoors for generations to come.

Great Outdoors America Week (GO Week) has risen to this challenge, establishing itself as the preeminent event celebrating our collective connection to the great outdoors while advocating for its future. As one of the largest annual conservation and outdoor focused events in Washington DC, GO Week raises awareness around outdoors issues, brings together hundreds of diverse organizations and activists to meet with lawmakers and administrators to advocate for our outdoor way-of-life.

GO Week's diverse group of participants sends a clear message to lawmakers each year: Americans from all walks of life, urban and rural, young and old, care deeply about the outdoors and have high expectations that elected officials will do all they can to ensure the future of the outdoors. Each year officials participate in hundreds of meetings with public land and wilderness activists, youth advocates, service corps leaders, land and water conservation fund supporters, veterans, local lawmakers and business leaders. These meetings have inspired new congressional champions, engaged members from all sides of the political spectrum and administration officials across agencies, and helped draw connections between all the issues challenging the future of the outdoors.

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Charlene Anderson

If you care about the future of the America's outdoors, and ensuring that we reconnect Americans from all walks of life to the outdoors, please join us in GO Week June 24 – 27, 2013 in Washington DC.



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Go Week



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For an agenda, lodging and general information please contact Michael Carroll with The Wilderness Society at 970-946-9043 or michael_carroll@tws.org.



The connection to our nation's economy

The value and importance of America's Great Outdoors stands on its own, however in today's political and economic climate it is imperative that lawmakers and administration officials fully understand its vital connection to our nation's economy. GO Week 2013 will focus on "Conservation and the Outdoor Economy." Built on the conservation infrastructure of our nation's protected public lands and America's love of these special places, the outdoor economy is one of our nation's strongest economic segments. Moreover, conserving the future of America's Great Outdoors addresses larger economic issues, and plays a critical role in the ongoing health of our communities especially with young people.

If you care about the future of America's outdoors, our communities' connection to these places and reconnecting Americans from all walks of life to the outdoors, please join us in GO Week, June 24 – 27, 2013 in Washington DC.

This year's event will include:

- Briefings with administration officials about the future of America's Great Outdoors initiative
- Meetings with high-level officials about AGO programs within each agency
- A congressional reception honoring the leadership of many of our best Senate and House champions
- Hill briefings from leaders of the conservation, business, youth, sportsmen and veteran's communities on current outdoor issues
- Youth in the outdoors festival

Participating organizations include:

- Center for American Progress
- Conservation Alliance
- National Wildlife Federation
- Outdoors Alliance for Kids
- Sierra Club
- The Outdoor Foundation
- The Pew Charitable Trusts
- The Wilderness Society

Great Outdoors America Week is a new tradition that continues to grow and diversify, bringing in new voices, partnerships and attention to efforts across the country to ensure the future of America's Great Outdoors.

