



Great Outdoors Colorado

1900 Grant Street, Suite 725
Denver, Colorado 80203

(303) 226-4500
GenerationWild.com

FOR IMMEDIATE RELEASE

Contacts:

Rosemary Dempsey, 303-226-4530, rdempsey@goco.org
Victoria Nava-Watson, 303-226-4531, vnavawatson@goco.org
Sarah Davis, 303-890-8314, sarah.davis2@childrenscolorado.org

**GENERATION WILD PARTNERS WITH CHILDREN'S HOSPITAL COLORADO
FOR "SAY HI WITH A SNOWMAN"
*Campaign Pairs Patients with Volunteers to Bring Snowmen to Life***

DENVER (March 10, 2021) – Building a snowman is a time-honored childhood tradition. But what if a child has health problems, requiring them to spend precious winter months in the hospital and unable to partake in snow-day fun? Generation Wild, a movement from Great Outdoors Colorado (GOCO), is partnering with Children's Hospital of Colorado to brighten patients' days through the "Say Hi with a Snowman" campaign.

The initiative launches in March, which is traditionally Colorado's snowiest month. It encourages patients at Children's Colorado to submit drawings of their dream snowmen. Families who volunteer through Generation Wild will then bring these creations to life and share the experience through social media using the hashtag #SayHiWithASnowman. Anyone interested in participating as a snowman-builder can follow along on Generation Wild's Facebook and Instagram pages for updates.



"Most Coloradans have distinct memories of the snowy days they experienced as children," said Chris Castilian, executive director of GOCO. "There's nothing like bundling up and bounding outside to play in the fresh snow. This winter, Generation Wild hopes to inspire more kids and families to enjoy the outdoors, lift spirits and spread a little kindness through building a snowman together for Grandma, a neighbor or even a child who is hospitalized. We believe that simple act can go a long way toward reducing the stressful feelings children are experiencing during this difficult time."



Great Outdoors Colorado

1900 Grant Street, Suite 725
Denver, Colorado 80203

(303) 226-4500
GenerationWild.com

Mental health experts have noted that kids are increasingly overwhelmed and exhausted by the impacts of the coronavirus pandemic including feelings of isolation and loneliness, which are magnified for children in the hospital. The “Say Hi with a Snowman” program is one more way Generation Wild connects children and families with nature and enables them to experience the proven physical, mental and emotional health benefits that come from spending time – even as little as 20 minutes – outside.



“The Child Life team at Children’s Colorado uses therapeutic play, education, and innovative virtual experiences to help kids feel like kids when they have to spend time in the hospital,” said Carla Oliver, director of Child Life at Children’s Colorado. “The Say Hi with a Snowman campaign is a fun way for kids to use their imagination and creative play in the hospital and have those drawings realized in real-life snowmen builds. It’s also a great way to honor kids who are not able to partake in normal snow-day activities by making them smile and feel connected to support systems outside the hospital.”

Generation Wild was created by GOCO to reconnect kids with nature by increasing the amount of time they spend outside in unstructured play – the kind of play that used to be way more common. The program is an integrated, statewide effort supported by a statewide network of non-profit, public and private partner organizations. In 12 Colorado communities, diverse, locally based Generation Wild coalitions are creating equitable access to the outdoors with new places to play, outdoor programs, and pathways to leadership opportunities and jobs in the outdoors. Follow Generation Wild on Facebook and Instagram.

Find out more info about the Children’s Colorado Child Life team on the website.

###

Kids grow better *outside.*





Great Outdoors Colorado

1900 Grant Street, Suite 725
Denver, Colorado 80203

(303) 226-4500
GenerationWild.com

ABOUT CHILDREN'S HOSPITAL OF COLORADO

Children's Hospital Colorado is one of the nation's leading and most expansive pediatric healthcare systems with a mission to improve the health of children through patient care, education, research and advocacy. Founded in 1908 and recognized as a top ten children's hospital by U.S. News & World Report, Children's Colorado has established itself as a pioneer in the discovery of innovative and groundbreaking treatments that are shaping the future of pediatric healthcare worldwide. Children's Colorado offers a full spectrum of family-centered care at its urgent, emergency and specialty care locations throughout Colorado, including its location on the Anschutz Medical Campus, and across the region. The newly-opened Children's Hospital Colorado, Colorado Springs, is now the first pediatric-only hospital in southern Colorado. For more information, visit childrenscolorado.org, or connect with us on [Facebook](#) and [Twitter](#).

ABOUT GREAT OUTDOORS COLORADO

Great Outdoors Colorado (GOCO) invests a portion of Colorado Lottery proceeds to help preserve and enhance the state's parks, trails, wildlife, rivers, and open spaces. GOCO's independent board awards competitive grants to local governments and land trusts and makes investments through Colorado Parks and Wildlife. Created when voters approved a Constitutional Amendment in 1992, GOCO has since funded more than 5,300 projects in urban and rural areas in all 64 counties without any tax dollar support. Visit GOCO.org for more information.