



Great Outdoors Colorado
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GenerationWild.com

MEDIA ADVISORY

Gov. Hickenlooper proclaims the first day of summer “Generation Wild Day”

DENVER — Wednesday, June 20, 2018 — Gov. John Hickenlooper has proclaimed June 21 “Generation Wild Day” in recognition of the first day of summer and to highlight the campaign by Great Outdoors Colorado (GOCO) to get Colorado kids outdoors.

GOCO’s Generation Wild campaign is a movement to inspire kids (and families) to get outside more often, letting their imaginations and curiosity run wild. Kids are spending as little as 4-7 minutes outside each day in unstructured play, and many are over-screened and over-scheduled – even in an outdoor mecca like Colorado.

Created and launched by GOCO last year, the Generation Wild campaign features [“100 Things to Do Before You’re 12.”](#) a vibrant compilation of activities from simple pleasures like burying a time capsule and making a mudpie, to more challenging adventures like riding a horse or hiking a 14er.

The full text of the proclamation:

GENERATION WILD DAY
JUNE 21, 2018

WHEREAS, The great State of Colorado has always been a beacon and home to those who love the great outdoors; and

WHEREAS, Today, our children spend less time playing outdoors than any other generation before them. This disturbing trend is adversely affecting their health, happiness and social development; and

WHEREAS, If this generation of children grows up disconnected from nature, they will not protect, support, and enjoy the natural wonders that make Colorado so unique; and

WHEREAS, Great Outdoors Colorado (GOCO) understands this and created Generation Wild, a statewide movement supported by youth-serving partners across the state to change an entire generation of kids; and

Kids grow better *outside*.

 **GOCO**
GREAT OUTDOORS COLORADO



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WHEREAS, Generation Wild believes that,
the future belongs to the fearless.
The future belongs to the imaginative.
The future belongs to the creative.
Those aren't qualities you pick up sitting indoors in front of a screen.
Those are things that are grown and strengthened by the outdoors.
By challenging yourself. Having fun. Living loud.
The future belongs to the self-reliant, the self-confident and the self-assured.
The future belongs to the generation of kids who play outside.
Letting their imagination and their curiosity run wild.
The future belongs to them.
The future belongs to Generation Wild.

WHEREAS, In support of this mission, to change an entire generation of kids,
and to ensure Colorado kids show their wild side this summer,

Therefore, I, John W. Hickenlooper, Governor of the entire State of Colorado, do
hereby proclaim, forever after, June 21, 2018, as

GENERATION WILD DAY

In the State of Colorado.

John W. Hickenlooper
Governor

A copy of the proclamation is attached to this advisory.

To view the list of "100 Things to Do Before You're 12" or for additional information, visit GenerationWild.com. Follow Generation Wild on [Instagram](#) and [Facebook](#) for tips and inspiration. Find Generation Wild videos on [Vimeo](#).

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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 awaits 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 5,000 projects in urban and rural areas in all 64 counties without any tax dollar support. Visit GOCO.org for more information.

Kids grow better *outside*.

