



Great Outdoors Colorado

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GenerationWild.com

FOR IMMEDIATE RELEASE
10/16/17

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**Generation Wild Campaign Reversing Parents' Negative Attitudes
Toward the Outdoors**

DENVER - Even in an outdoor recreation mecca like Colorado, kids today spend an average of four to seven minutes outside in unstructured play. A new statewide campaign from [Great Outdoors Colorado \(GOCO\)](#) is changing that.

Generation Wild launched in May 2017, based on a list of ["100 Things to do Before You're 12"](#) that provides easy, and often free, inspiration to get kids outside.

Generation Wild is the only effort of its kind in the United States, and in the first three months, results indicate that GOCO is moving the needle on behaviors and attitudes around the outdoors. A longitudinal study surveyed nearly 400 Denver-area mothers before and after the launch of Generation Wild.

Nearly 40% of those moms reported that Generation Wild encouraged them to do things outdoors that they may not have done otherwise, and the impact was greatest for those who did not already have a strong connection with the outdoors.

Moms identified as unconnected or disconnected pre-launch reported a 20% increase in feeling that connection to the outdoors in their follow-up surveys. Negative behaviors associated with the outdoors also decreased by 7.5% among children of disconnected moms.

Kids grow better *outside.*





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These numbers matter not only because playing outside is an integral part of a child's development, but because the future of the outdoor industry and public lands depend on it.

Not only does getting outside make kids healthier and happier, but if the next generation has no connection to nature, they won't grow up into adults who cherish and take care of the things that make Colorado such a unique place.

The groundwork laid by Generation Wild is an example catching the attention of other organizations nationwide, and could be a national model to tackle the growing issue of kids losing their connection to the outdoor world.

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

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