



FOR IMMEDIATE RELEASE

Media Contact  
Kellie Flowers  
303-715-1010 ext. 130  
[kellie@voc.org](mailto:kellie@voc.org)

## **Spokescreature for Stewardship: “Wilder” Shares How to Care for the Outdoors**

*Denver, Colorado – October 11, 2019* – [Great Outdoors Colorado \(GOCO\)](#) and [Volunteers for Outdoor Colorado \(VOC\)](#) have partnered to launch the next phase of GOCO’s [Generation Wild](#) campaign, in which Wilder – the part yeti, part goat introduced by GOCO earlier this year – will teach Coloradans how to take care of the state’s magnificent outdoor places.

Generation Wild was created by GOCO in 2017 to reconnect kids with nature, and Wilder came to life this July as an embodiment of the imagination and curiosity we experience when outside. “Generation Wild inspires children and families to engage with our great outdoors,” said Rosemary Dempsey, Director of Communications for GOCO. “The natural next step is making sure they know how to take care of it, and VOC was an obvious partner to help make this happen.”

VOC is the oldest and largest outdoor stewardship organization in the state, having engaged more than 120,000 people in over 1,000 volunteer projects on Colorado’s public lands since 1984. “Studies show that nearly three-quarters of Coloradans consider themselves to be outdoor recreation enthusiasts, yet less than 1% actively take care of these places,” explained Ann Baker Easley, Executive Director of VOC. “This gap has led to increased litter and damaged trails and ecosystems. With Wilder’s help, we hope more people will think twice about how they behave when playing outside – and about how they can give back to the places that give us so much.”

Starting this weekend, Wilder will be attending events in the Denver-metro area to share this message of outdoor stewardship and remind people that “You Are What You Leave Behind.” His tips to care for the outdoors include staying on designated trails; respecting wildlife and keeping a safe distance; and picking up after yourself, others, and your dog. He’ll pass out stewardship-themed VOC swag including “Crapsules,” bottles specifically designed to help carry your pup’s poop out of the woods in a stylish and odor-free way. Wilder can be found at the following “Wilder Weekend” events:

- **Saturday, 10/12:** [Stewardship Shindig with REI @ New Terrain Brewing Co.](#)

- **Sunday, 10/13:** [Pumpkin Festival @ Denver Botanic Gardens Chatfield Farms](#)
- **Friday, 10/18:** [Enchanted Hollows Bigfoot Festival @ Denver Zoo](#)
- **Saturday, 10/19:** [REI Garage Sale @ Denver Flagship Store](#)

Additional events can be found at [GenerationWild.com/Meet-Wilder](#) as they are added. Visit [voc.org/wilder](#) for more information on Wilder's stewardship message and how to get involved in caring for Colorado.

###

### **About Volunteers for Outdoor Colorado (VOC)**

Volunteers for Outdoor Colorado (VOC) is the state's oldest, largest, and leading outdoor stewardship nonprofit organization. Founded in 1984 to motivate and enable people to become active stewards of Colorado's natural resources, VOC has engaged nearly 120,000 people in more than 1,000 volunteer projects for a donated labor value of \$24 million. Through award-winning youth and volunteer programs, leadership training, capacity-building programs, and collaborative efforts with nonprofits and land management agencies, VOC is an invaluable resource in Colorado, especially as our outdoor stewardship needs are approaching near-crisis levels. For more information, visit [www.voc.org](#) or call 303-715-1010.

### **About Great Outdoors Colorado (GOCO)**

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 5,200 projects in urban and rural areas in all 64 counties without any tax dollar support. Visit [GOCO.org](#) for more information.

### **Generation Wild Resources**

Go to [GenerationWild.com](#) to access more information about the movement, Wilder, and innovative ideas to help children get outside and play. Follow Generation Wild on [Instagram](#) and through a [Facebook page](#) and [group](#).