Outdoors Cool! A project focused on getting kids to explore their own backyard

Bureau of Land Management
California State Parks

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Outdoors Cool Objectives

- Funding through BLM's "Take It Outside" program to make public service announcements themed at "Outdoors Cool!" and air it on cable and local television.
- The Bureau of Land Management's (BLM's) "Take It Outside" program promotes and supports outdoor activities and experiences of children on the public lands. The program strives to improve the health of our nation's children, families, and communities, while at the same time developing the next generation of public land stewards.

Outdoors Cool Mission

- By joining together and making eight 30 second commercials featuring each local agency's parklands, north coast California residents will have added encouragement to explore their backyard. Each public service announcement (PSA) delivers a dual message; first, the importance of experiencing nature, and second, where these unique natural areas and sites are located.
- The agencies include the BLM, California State Parks, Fish and Wildlife Service, Friends of the Dunes, Redwood National and State Park, City of Arcata and Sequoia Park Zoo. This cross agency initiative to get kids outdoors is the first of its kind in California and can act as a model for other areas around the state and nation.

Click on the link below and you will see an example of one of the videos.



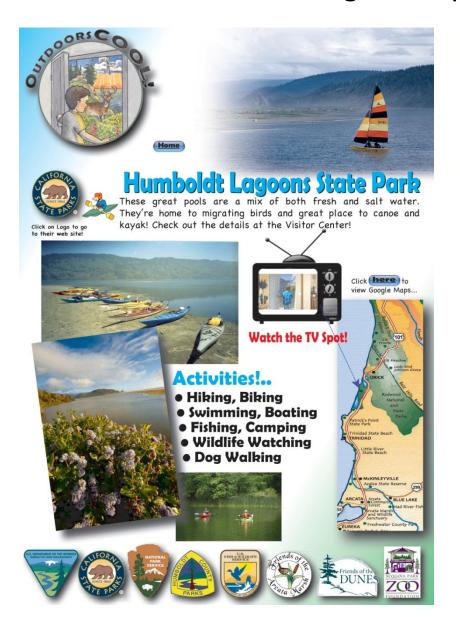
http://www.youtube.com/watch?v=gN3Y97j 2Vc&feature=player_profilepage

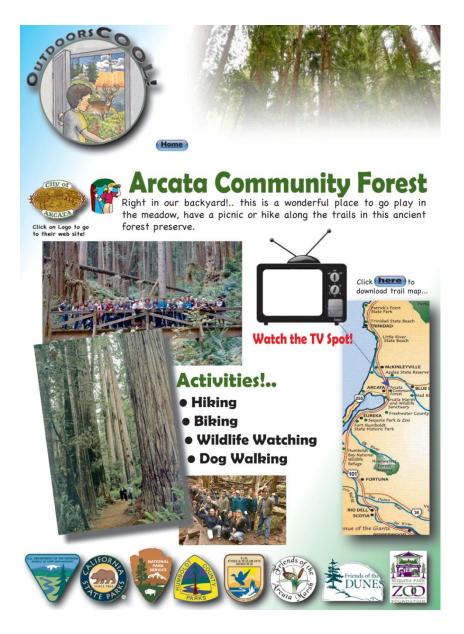
Outdoors Cool Web-Site



http://www.outdoorscool.com/

Two Web Page Examples of Outdoors Cool!







Making the Outdoors Cool Videos





Partners Who Participated in the Public Service Announcements

















Outdoors Cool Press Release Event Earth Day 2011



