



Press Release

www.WYoutside.com

Facebook, Twitter, YouTube:
search 'WY Outside'

Contact: Administrative Coordinator Ashley Rooney, (307) 777-6560, ashley.rooney@wyo.gov

Still Time to Participate in Statewide WY Outside Challenge

(CHEYENNE, Wyo.) December 14, 2015 – Earlier this year, WY Outside launched an exciting new effort to connect Wyoming children and families with outdoor recreation in the state—the WY Outside Challenge.

This hands-on, outdoor event provides participants with an opportunity to complete a wide variety of outdoor activities throughout 2015, then document and submit their accomplishments on a scorecard and with photos. Scorecards are available at www.wyoutside.com.

All entries for the 2015 Challenge are due on January 15, 2016. Gather up evidence of your outdoor adventures, fill out the scorecard, and figure out how many points you've scored this year. Short on points? There is still time to participate in the 2015 WY Outside Challenge throughout the month of December and until the January deadline.

All photos and scorecards should be submitted to WY Outside Administrative Coordinator Ashley Rooney, whose contact information is below. Every participant who obtains 200 points will receive a certificate proclaiming them a "WY Outside Challenge Master," signed by Wyoming Governor Matt Mead and Wyoming Superintendent of Public Instruction, Jillian Balow. They will then be entered in a drawing to receive additional outdoor-themed prizes.

The scorecard contains WY Outside Challenge activities such as hiking, camping in a yurt, sleeping out under the stars, catching a fish, going snowshoeing and climbing a tree. Points are awarded for each activity and participants keep track of their own score, taking a photo of each challenge.

WY Outside is using their website, Facebook, and Twitter sites to highlight the progress of those who participate in the Outdoor Challenge. Photos can be shared on social media using the hashtag #wyoutsidechallenge.

The outdoor Challenge coincides with the Wyoming Youth Outdoor Bill of Rights (YOBR). The Wyoming YOBR was compiled by WY Outside, and signed as a proclamation by Wyoming Governor Matt Mead on Feb. 27, 2015 after surveying youth across the state to find out what outdoor experiences were important to them. The YOBR is posted on www.wyoutside.com.

WY Outside is a coalition of various state and government agencies as well as small businesses and non-profit organizations whose goal is to connect Wyoming children and families with the outdoors.

In addition to the afore-mentioned WY Outside website, Facebook page, and Twitter account, the coalition will also be promoting the Challenge via their blog and YouTube channel. For more information about WY Outside or the 2015 Challenge please contact WY Outside Administrative Coordinator, Ashley Rooney, at 307-777-6560 or ashley.rooney@wyo.gov.

###