



You can get there!



The Outdoor Industry Foundation (OIF) has joined with government agencies to present an easy, natural and fun solution to inactivity and obesity - **GET FIT WITH US**. We believe there is no easier or better place to get active than in America's big backyard. Thousands of miles of walks, trails, rivers and open spaces are minutes away from most Americans and available at little or no cost.



Get fit with US!

WHAT IS GET FIT WITH US?

GET FIT WITH US is a national public awareness campaign being implemented by the Forest Service and Bureau of Land Management (BLM) with the support of OIF to encourage families and friends to participate in active outdoor recreation on our nation's public lands and waters. Integral to this campaign is the rollout of local **GET FIT WITH US** pilot projects on targeted National Forests and other public lands across the country (See Pilot Projects).

Campaign goals ★

Raise the profile of America's public lands and waters. GET FIT WITH US will help Americans understand they're welcome - and strongly encouraged - to utilize their public lands and waters.

Change the perception that getting outdoors is a chore. Outdoor recreation is not something that needs to be scheduled - but can become a natural, spontaneous, family activity.

Propagate a new generation of consumers to become more active in outdoor pursuits. GET FIT WITH US not only advances demand for our products, but advances our industry ethos and way of life for generations to come.

The primary message ★

If you're looking to keep your family fit, don't let them camp out on the couch. **GET FIT WITH US** by using America's public lands and waters. It's your big backyard and you can get there to hike, bike, paddle or camp. With millions of acres of public lands in all 50 states and over 2,000 miles of scenic rivers, America's public lands and waters are a perfect fit for raising healthy families. Healthy outdoor activity starts young and never gets old. So share the experience and take a child outdoors today. Go to www.recreation.gov to find recreation sites in your area.

Partner benefits ★

Current **GET FIT WITH US** partners include the Forest Service, BLM and OIF. As the campaign expands to include new partners, additional public land and health

agencies, education centers, recreation user groups, outdoor businesses and non-profits will be sought. In promoting **GET FIT WITH US**, partners will enjoy:

- The equity of a national campaign.
- Increased awareness and visibility of their organization, business or brand.
- Increased membership or customer base.
- Increased stewardship of public lands and waters.
- Increased awareness of their organization, business or agency issues.
- Increased donor base.
- Savings on creative and production costs.

PARTNERS CAN EXPAND THE REACH OF GET FIT WITH US BY:

- Using the **GET FIT WITH US** logo on all communications.
- Including a **GET FIT WITH US** link from their website.
- Running **GET FIT WITH US** ads in their local newspapers with their logo and information on outdoor activities and upcoming events.
- Posting flyers with the **GET FIT WITH US** logo and images in local stores.
- Placing the **GET FIT WITH US** logo on collateral materials like t-shirts.
- Placing **GET FIT WITH US** hang tags on all products.

Style guide ★

Outdoor Industry Foundation has produced a Style Guide to help the federal agencies and other organizations spread the **GET FIT WITH US** message. The Style Guide includes:

- **GET FIT WITH US** logo
- Key messaging
- Tips for partnering
- Public service announcement templates
- Banner, poster and brochure templates
- Press release template
- Royalty free photography
- Campaign typography and color palette



Pilot projects ★

GET FIT WITH US Pilot Projects provide local public land managers and grassroots organizations with opportunities for direct contact with youth and to infuse the **GET FIT WITH US** message in local communities. OIF will continue to help the Forest Service and BLM seek local projects that engage youth in outdoor activities on public lands and waters, and to promote the health benefits of outdoor recreation across America.



*Special thanks to Bates Neimand Inc. for their role
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GET FIT WITH US

For more information

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