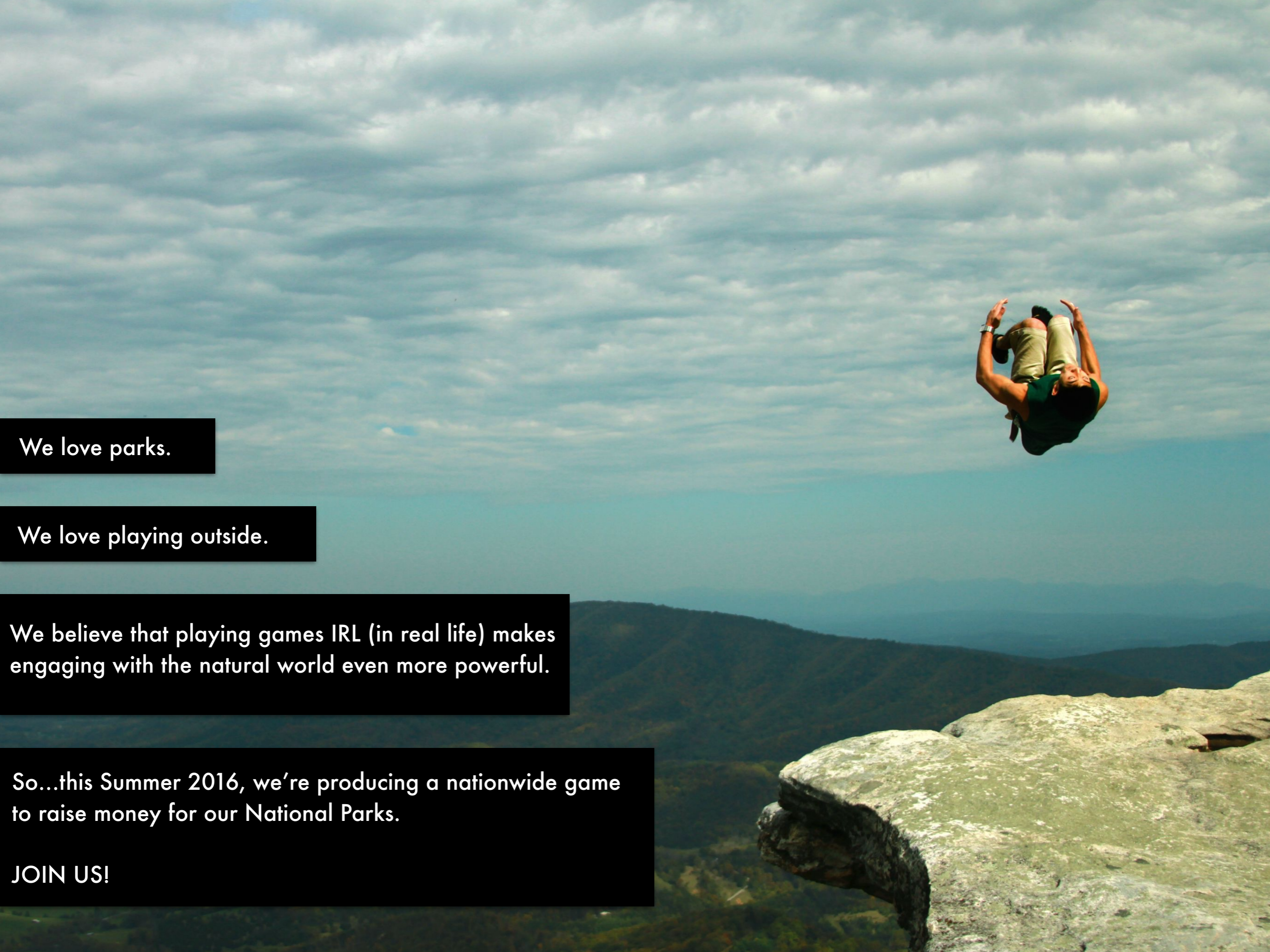

● The Go Game presents **PLAY OUTSIDE** ●





We love parks.

We love playing outside.

We believe that playing games IRL (in real life) makes engaging with the natural world even more powerful.

So...this Summer 2016, we're producing a nationwide game to raise money for our National Parks.

JOIN US!

WHY DID WE CREATE 'PLAY OUTSIDE'?

Play Outside is a platform that enables young people to **connect with the outdoors on their own terms**, and share it with their peers in a way that is memorable, engaging, and fun.

Over the last several decades, **young people have become increasingly alienated from the natural world**, contributing to the national crisis in children's health as well as the considerable decline in environmental literacy.

For many years, technology was considered a contributor to this nature deficit disorder – until recently.

Today, **technology is seen as a potential pathway to increasing or enhancing outdoor experiences.**





According to **The Outdoor Foundation**, a growing number of Americans leverage technology and mobilize devices to get outdoors:

- 40%** believe mobile technology / internet make it easier to participate in outdoor activities
- 35%** like to share experiences in outdoor recreation with others using mobile technology
- 30%** use mobile technology when participating in outdoor activities
- 30%** believe mobile technology improves/adds to outdoor experiences

SO WHAT'S OUR APPROACH?

Millennials & GenZ spend considerable time managing both their personal social media and the content of their peers.

To engage young adults and motivate them to spend more time outdoors, **the efforts must revolve around their social media patterns and preferences.**

Rather than organizations / celebrities / government initiatives / teachers / parents telling Millennials/GenZ that outdoor recreation is fun and worthwhile, we know **it's going to be more effective for Millennials/GenZ to discover and share this truth amongst themselves.**

Play Outside is a platform that encourages players to record their outdoor adventures and then share this content, offering younger generations the tools needed to define their relationship with the outdoors and influence their peers.



A photograph of a forest with a lake in the background. In the foreground, there is a campsite with a fire, a tent, and people. The text is overlaid on the image.

IN A NUTSHELL:

The goal of the game is to celebrate zero-impact play in a natural environment, and encourage young people to share this content across their social networks.



HOW IT WORKS

THE GAME

The Play Outside Game **is free and open to the public.** Players can complete as many creative missions as they want, anywhere they want, and **the best submissions will win prizes.** These missions will encourage them to engage and reimagine natural spaces.

For **every photo or video from the game that players share** on Facebook or Twitter, **The Go Game will donate \$1 to the National Park Foundation.**

ADDITIONAL WAYS TO AMPLIFY

Unlike most mobile games that exist as downloadable apps, this game is browser-based and can be played (for free) on any smartphone with basic cellphone reception. Currently, players can access the game at thegogame.com/playoutside.

In addition, the Play Outside page will host an Action Center. This page could also feature volunteer opportunities, advocacy petitions, and special outdoor destinations.

PARTNER ENGAGEMENT

There are countless opportunities to engage partners, but specifically we aim to focus on the following categories:

Non-profit Partners

Cross-promote with Outdoor Nation, National Park Foundation, Surfrider, Sierra Club, Deer Hill Foundation and more.

Media Partners

Traditional editorial coverage (Wired, National Geographic, NYT travel), regional press, as well as niche outlets (Cold Splinters, Bust Magazine and more).

Prize Partners

REI, Patagonia, Alite (backpacking), Mollusk (surfing), Nike, Timberland, Levi's, Palladium Boots, Converse and more.

Corporate Partners

Ford, AAA, Virgin America



THE PRIZES

Using a small percentage of the **proceeds from the Outdoor Nation Grant, The Go Game will purchase prizes** ranging from camping gear to gift cards. The **remaining proceeds will go directly to the National Parks Foundation**, matching every photo or video shared on Facebook or Twitter.

TARGET PARTNERS & SPONSORS INCLUDE:



JUNIPER RIDGE



PUBLIC



ABOUT THE GO GAME

We are a San Francisco-based company that **designs high-tech urban adventures games for clients** worldwide. Since 2001, The Go Game has staged over **12,000 unique, interactive events for over 1.5 million players in over 25 countries.**

Our flagship offering features **location-based puzzles, undercover actors, and creative missions designed to get players communicating, problem-solving, and laughing together.**

We also produce movie games, spy-themed games, community events, flash mobs, creative product testings and private parties. Past gaming projects include citywide food truck scavenger hunts, multi-city transportation policy games, and zombie-themed disaster preparedness games.

Our specialty: Unforgettable customized group experiences and buzz-worthy public spectacle.



CONTACT

Jenny Gottstein
Director Of Games
jenny@thegogame.com

