



***Explore Your Parks* Sponsored by The North Face® Encourages Families to Enjoy Outdoor Activities**

SAN LEANDRO, CA (May 28, 2013) – Summer is just around the corner and it's the perfect time to enjoy the great outdoors with some help from *Explore Your Parks* (www.exploreyourparks.com), an award-winning, public-private outreach effort sponsored by The North Face®. For the fourth consecutive year, The North Face is partnering with state parks around the country to encourage participation in outside activities.

The 2013 program, running now through August, has been expanded to 13 markets, including state parks in 12 states and the Chicago Park District. This marks the first time *Explore Your Parks* has partnered with a city park district.

Offered again this year is the highly popular Camping 101 program events for first-time or novice campers made available at no cost or for a nominal fee in certain markets. The guided overnight experiences focus on the basics of camping with park rangers teaching campsite set-up, campground etiquette, outdoor cooking, safety tips and staff-led nature education sessions.

Camping 101 activities are customized in each of the 13 markets. Some state park locations, for example, will offer family-oriented activities like fishing, hiking and canoeing. In Chicago, participants will learn first-hand how to camp in an urban setting, under the stars and with the Chicago skyline as a backdrop.

To register for a Camping 101 activity, find parks near you, plan activities and generally learn more about parks across the country, or find a store where you can receive a free park pass, visit the interactive [Explore Your Parks](http://www.exploreyourparks.com) website.

The North Face is also promoting outdoor recreation by offering free activity booklets, park passes and park camping discounts with the purchase of any product from its branded retail stores as well as at other participating retailers.

Currently, *Explore Your Parks* is in markets that reach about 25 percent of the U.S. population. Moving forward, The North Face is committed to expanding the program every year to boost interest in outdoor exploration, which it believes is vital for good health and wellbeing.

“As a nation, we’re facing a crisis of inactivity,” said Ann Krcik, director of Outdoor Exploration for The North Face. “Research shows that only half of Americans currently participate in outdoor activities. This startling fact compelled us to launch *Explore Your Parks* in 2010. Our purpose is to encourage people of all ages to get off the couch, unplug electronics and venture outside to enjoy the beauty and wonder of nature, especially our parks – one of our greatest assets.”

The success of the *Explore Your Parks* campaign was recognized in 2012 when it was named “Best Cause Program” by the Outdoor Industry Association. The award gives recognition to those companies that excel in the design and implementation of innovative marketing and communications programs.

“Our long-term mission is to foster a love of the outdoors,” Krcik said. “A connection to our environment is so important. If *Explore Our Parks* can get families involved, then we are able to reach kids at an early age. If youth experiences outdoor activities in a positive way, it’s possible to set long-term trends for an overall healthier life.”

About Explore Your Parks

Since 2010, The North Face has provided community events, free activity guide booklets, park passes and camping discounts to the public through its *Explore Your Parks* program. It now reaches 13 markets nationwide, and currently partners with the Chicago Park District and state park agencies in California, Idaho, Massachusetts, Colorado, Georgia, Maryland, Missouri, New York, Ohio, Michigan, Pennsylvania and Oregon. Visit www.exploreyourparks.com for more details.

About The North Face®

The North Face, a division of VF Outdoor, Inc., was founded in 1968. Headquartered Alameda, Calif., the company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snowsport athletes, endurance athletes, and explorers. The company’s products are sold in specialty mountaineering, backpacking, running, and snowsport retailers, premium-sporting goods retailers and major outdoor specialty retail chains.

About Good Solutions Group

Good Solutions Group (GSG) is a Southern California-based marketing services company that specializes in active lifestyle and cause marketing and runs the *Explore Your Park* program. GSG works with numerous park agencies across the country to create programs that benefit parks, people and corporate partners. Recognized as a thought-leader in cause marketing, GSG has created programs for corporations such as Coca-Cola, Toyota, General Mills, Hormel, Odwalla, Honest Tea, Subaru, Canon and American Express, and has created award winning experiential marketing programs for The North Face, Nestlé, and Kraft.

www.goodsolutionsgroup.com

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