



Let's Go Chipper!

Into the Great Outdoors Tour April – June, 2011

Celebrating Earth Day through the first day of summer

Join us in helping foster meaningful connections between families and nature during the **Let's Go Chipper!**[™] *Into the Great Outdoors* Tour. From Earth Day to the first day of summer Chipper will visit community parks, state, and national parks, and outdoor retail locations like REI to excite and prepare children for adventures in the great outdoors.

We're looking for 50 Chipper Ambassadors to help lead activities and share stories—creating a virtual path to the great outdoors. Teachers, naturalists, parents and caregivers, and community leaders are invited to help share tips and ideas. Events will take place around the nation as well as other countries.

What is Chipper's Goal? To excite and ready children and families for camping, hiking, and outdoor fun! Early connections in nature help the physical and emotional well being of children and Chipper playfully teaches good character and a love for the environment—helping grow little ambassadors of nature into future stewards of the environment.

What Are We Doing? Celebrating three months of get-ready fun. In April, we celebrate the **planet** through Earth Day activities that can be done every day. In May, we recognize our **parks** and the rangers and volunteers whom dedicate their lives to the preservation of them; and in June our focus is **people**! Our goal is to highlight what you are doing in your community; sharing it to inspire other communities to do the same.

What Do I Need To Do? Excite, engage, and share your activities. It's simple, fun, and will positively highlight your efforts in the community.

- Share highlights via daily tweets, Facebook posts, YouTube videos, and blogs. Share pictures and stories, and encourage your community to do the same.
- Storytimes – take opportunities to read Chipper's stories in your community and schools. The *Into the Great Outdoors* series is correlated to national academic standards in science, art & literature, and social skills.

Weekly emails will keep everyone connected and we look forward to highlighting your activities. Additionally, if you have events planned during the summer that would benefit from a Chipper visit let us know and we will do our best to coordinate an appearance.

How Much Does It Cost To Participate? Selected Chipper Ambassadors receive a complimentary Coleman backpack complete with Chipper Activity Calendar, books and information, and goodies to get everyone ready to go. There is no fee to participate – just your enthusiasm. Backpacks are valued at over \$100.

What's next? Please fill out the information on the next page by February 18, 2011 and we will contact you with further details.



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Chipper **Ambassador**
Get Connected

Please fill out the information and return by February 18, 2011

You will be contacted by February 25, 2011.

Name: _____

Profession: _____

Community Involvement: _____

Address: _____

Your Favorite Community Park: _____

Your Favorite State or National Park: _____

Please describe your community involvement and any leadership roles in schools, communities, park systems, or environmental groups.

Five tips to create positive connections between parents and children, and nature. (Don't be shy—we want to highlight your tips in our collateral materials and feature your community.)

1. _____
2. _____
3. _____
4. _____
5. _____

Will you be willing to share photos, comments, events and activities, ideas, and your expertise via the **Let's Go Chipper** blog, Facebook, Twitter, and cause-benefitting connections? _____

Fill out form, save, and email to connect@letsgochipper.com. We look forward to working together in helping foster meaningful connections with families and nature.

Questions? Call 415.927.2398