

# # ITSGREATOUTTHERE

## WHAT YOU CAN DO RIGHT NOW

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**#itsgreatoutthere** is a campaign that was founded by the outdoor industry to encourage more people to participate in outdoor activities. The **It's Great Out There Coalition** is the international non profit association behind the campaign. The initiative exists for the long term health of everyone and for that reason, is open to all individuals and organisations who share its aims. The campaign is also a vital part of the outdoor sector's contribution to the wider **European Week of Sport** initiative by the European Commission using the hashtag **#beactive**.

There are many ways to get involved and support **#itsgreatoutthere**, so please participate at a level that suits you.

- Organise a grass roots event
- Use the **#itsgreatoutthere** hashtag whenever you communicate about outdoor participation
- Use the **#itsgreatoutthere** hashtag during outdoor events that you organise or sponsor
- Encourage your staff to use the **#itsgreatoutthere** hashtag
- Encourage your sponsored athletes and ambassadors to use the **#itsgreatoutthere** hashtag
- Integrate **#itsgreatoutthere** branding and messages into your own marketing and PR material (contact [info@itsgreatoutthere.com](mailto:info@itsgreatoutthere.com) for logos and guidelines)
- Add **#itsgreatoutthere** content to your website and social media channels (contact [info@itsgreatoutthere.com](mailto:info@itsgreatoutthere.com) for logos, images and other material)
- Display **#itsgreatoutthere** banners at your events (contact [info@itsgreatoutthere.com](mailto:info@itsgreatoutthere.com) for availability)
- Send details of your own **#itsgreatoutthere** events and communications activity to [info@itsgreatoutthere.com](mailto:info@itsgreatoutthere.com) and we will share it on the campaign website and social media channels.

Every individual and company with a stake in the outdoor industry can play a part in **#itsgreatoutthere**. This campaign has been developed for the benefit of all – together, we can inspire generation after generation of people to participate in outdoor activities and appreciate why **#itsgreatoutthere**.

## Please get involved!



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