

### **Active Outdoor Experiences with Family and Friends are Top Priority in Leisure Time**

Kansas City, Missouri - The American Outdoorsman TV show announced a "Get Outdoors" partnership with Thousand Trails Preserves. Jim Mueller, host of The American Outdoorsman TV show stated, "America's leading edge boomer generation is rapidly becoming empty nesters and grandparents, but once again, the boomers are doing it their way and are changing the traditional definition of retirement. Boomers believe the Peter Pan "forever young" theory and are demonstrating that with their quest for outdoor activities. The 50 and 60 year old outdoorsmen guests on our TV show don't call themselves retired; instead they regularly tell me they have the freedom to pursue things they dreamed about for years."

Today's advances in medicine, fitness technology and diet have postponed or perhaps eliminated the thought of ageing causing a slower paced lifestyle. Although financial needs may require repeated cycles between work and leisure, boomers will take time to enjoy and actively celebrate their lives. Today's boomers will live longer, be healthier, more active, and continually search for new active, outdoor experiences. The American Outdoorsman will be a primary supplier of experiences for the boomer adventure seekers.

Boomers are the driving force behind the growth in outdoor activities and travel. Businesses understand that the always unpredictable boomer generation at 78 million strong is now and will continue to be the largest, highest spending consumer group ever in American history. Businesses also need to recognize the significant paradigm shift from the "Me" generation to the "We" generation. Priority for the "We" in boomer's lives is family. AARP's study estimated over seven million children are now being parented by their grandparents. The Boomer Monitor's recent edition ranked multi-generational outdoor experiences with family and friends as the most desired by 63% of boomers in the 55 - 64 age range. Sports Data group in New York tracks growth in outdoor sports and related activities by capturing current purchase data of outdoor sports equipment and gear. The 2007 report shows Americans 55+ to be the largest purchasing group of outdoor equipment and gear. Harris Interactive estimates that the 55+ population will spend a trillion dollars for goods and services during the next ten years.

"This is a huge opportunity to share our passion for the outdoors," Mueller continued, "but we've continued to ask ourselves, with all this interest, why don't more young people 'get outdoors?' This past year, President Bush, all government agencies, state and federal parks and departments of health, directed Americans to get outdoors." Mueller continued, "In the late 50's, the American outdoor movement began; for many years, the outdoor movement consisted

of government actions directed toward acquiring public land, wilderness preservation, and conservation. America now has great resources, technology, trails, lakes and rivers. So why a sedentary based health crisis with America's youth? What happened to the get outdoors plan, why aren't America's youth getting outdoors and exercising? At The American Outdoorsman, we are convinced the reason is the insecurity of being in nature without more knowledge about outdoor living and skills. Experienced kayakers, hikers, canoers, and mountain bikers are in the outdoors an average of 15 times a year. The American Outdoorsman in conjunction with 82 Thousand Trails preserves will provide a new joint initiative from two proven outdoor experience companies. This initiative will teach skills and package custom outdoor experiences for boomers, youth and multi-generational family groups. The American Outdoorsman certified pro-staff offer outdoor resorts an appealing new, much needed health and wellness benefit. Unique, professionally guided outdoor experiences are the key. It's about creating outdoor adventures for all family members from canoeing to fishing and hiking to filming wildlife where everyone can feel safe, learn how to participate at the highest level they choose, and most importantly spend time together. Exercise is fun at any age and fitness level with The American Outdoorsman's customized outdoor adventures."

The American Outdoorsman and Thousand Trails preserves, members, owners, and residents will test this new private initiative of teaching skills and experiencing outdoor adventures for invited guests and families. The program introduction is September 13 - 14 at the Thousand Trails Preserve at 14152 Frenchtown Road, Oregon House, CA 95962. Limited capacity, reservation required. Phone (877) 887-3532, website: [www.resortparks.com](http://www.resortparks.com)

"Americans have been the world's leading outdoorsman for almost 300 years. We're working hard to preserve, enjoy, and respect our natural beauty, because we care enough about America, our family, our wellness, and longevity. Thousand Trails and The American Outdoorsman welcome you to join us in creating and defining the, "I am an American Outdoorsman©, campaign."

Members and guests will enjoy, become educated, and participate with The American Outdoorsman pro-staff demonstrations on bait casting, kayaking, fly-fishing, catfish fishing, hiking, ATV's, filming and photography, kids fishing derbies, and see the new model cabins for rent to those who join the American Outdoorsman's Cabin Club.