



## FOR IMMEDIATE RELEASE

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### HOUSTON NON-PROFITS COLLABORATE TO LAUNCH NEW OUTDOOR ACTIVITY SITE

**HOUSTON (April 10, 2014)** – The steering committee of Get Out Here Houston! (GOH!) announced today the launch of [getoutherehouston.org](http://getoutherehouston.org), a website that aims to be the go-to guide to the great outdoors. GOH!, an unusual and impressive collaboration of numerous local non-profit organizations committed to the preservation and appreciation of the diverse ecosystems within the Houston Gulf Coast region - created the resource to promote the Houston-Gulf Coast region as a destination for all types of outdoor activities.

*“We wanted to dispel the myth that Houston is nothing but concrete and office buildings. The Houston-Gulf Coast region is actually one of the most ecologically diverse urban areas in the country. People just aren’t aware of what’s out there. We’re going to change that,” said Sanford Criner, chairman of the GOH board.*

The mission of the project is to become the comprehensive outdoors website and App for the region—educational, recreational, and promotional. A one-stop-shop for finding out what’s happening outside, the site will feature all sorts of activities and events, from bird watching to kayaking, bike rides to nature trails. Users will be able to filter and search through activities, or even see what’s happening nearby. An integrated blog curated by celebrated trail guide author Laurie Roddy will write and comment on outdoor highlights in the area.

*“What makes the outdoors fun is discovery; a sense of adventure, not always knowing which fork in the trail to take,” said Criner. The activity generator allows for such a user experience by suggesting, at random, outdoor activities that are going on NOW, promoting curiosity and exploration.*

#### GOH Goals:

- Raise the level of awareness of the extensive variety of (non-court) outdoor activities in the area and the organizations that support them
- Meet the demand for access to active/outdoor information in an easy-to-use app and website
- Drive increased outdoor activity
- Coordinate with/assist other active initiatives
- Promote the ambitious regional projects now under way (e.g., Bayou Greenway, Sam Houston Trail, Lone Star National Recreation Area)

A corresponding iOS App is currently under development, with an anticipated launch date in late May. The project was produced by the Houston based communications firm, [ttwetak](http://ttwetak.com).

A launch party, with a website demo and App preview, is being held at Houston Arboretum and Nature Center on April 10, 2014, from 6-7:30pm.

#### *About Get Out Here Houston*

Get Out Here Houston is comprised of local non-profits and dedicated volunteers including Armand Bayou Nature Center, Bayou Land Conservancy, Bayou Preservation Association, Buffalo Bayou Partnership, Citizens Environmental Coalition, Galveston Bay Foundation, Houston Arboretum & Nature Center, Houston Audubon Society, Houston Wilderness, Houston Zoo and Katy Prairie Conservancy, Chris Browne and Sanford Criner.

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