




**TAKE IT OUTSIDE  
CALIFORNIA!**

## Join the movement to get all Californians outside!

Take it Outside California!® is a day for Californians to get outside and enjoy the lands that you and your partners have conserved! The California Council of Land Trusts invites land trusts, public agencies, conservation partners and community-based organizations to host local outdoor events and draw statewide attention to parks, natural and working lands.

- Why?**
- | Connect people to land
  - | Build a new generation of conservationists
  - | Make a new partner
  - | Raise statewide visibility of your work

**When? 1st Weekend in May - April 30th & May 1st, 2016**

- What?** Host a local outdoor event. From a hike to kite flying to a picnic – the sky is the limit!
- | Reach out to new partners
  - | Meet different members of your community
  - | Help build the excitement!

- How?** CCLT will be there every step of the way by
- | Promoting events through traditional and social media
  - | Providing collateral, branding and promotional materials
  - | Creating a dedicated website
  - | Bringing new partners to the table

**[www.TakeltOutsideCA.com](http://www.TakeltOutsideCA.com)**

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