



building bridges
to the outdoors

March 2010 Newsletter

Building Bridges to the Outdoors Project

The Best Internship on Earth Outdoors Youth Ambassador Intern



The Sierra Club has a new, exciting opportunity that just may be The Best Internship on Earth! One lucky young person will get to spend this summer traveling around the country to Sierra Club's outdoor youth programs, including our [Inner City Outings](#), [Volunteer Vacations](#), and [Building Bridges to the Outdoors](#).

The lucky young person selected to be our Outdoors Youth Ambassador will:

- **Travel around the country camping, rafting, hiking**, contributing to environmental service projects, and enjoying the outdoors with the Sierra Club's youth programs.
- **Create an awesome video blog** that documents the experience.
- Be based in **beautiful San Francisco** at the Sierra Club's headquarters.
- **Earn a \$2,500 stipend** for the 8-week internship, plus all expenses paid for travel.
- Be outfitted with **\$2,000 worth of gear** from The North Face and Planet Explore.

No previous outdoor or video experience is required. Applicants just have to be between the ages of 18 and 25 and have a real passion for exploring, enjoying, and protecting the outdoors.

[Application information](#)
[More internship information](#)
[Internship video on YouTube](#)

Deadline: March 31, 2010

Get Outside in April

National Natural Leaders Day

April 3, 2010 is the national day of action for the Natural Leaders Network, encouraging all young people to get outside! Lead a hike, write poems, devise a scavenger hunt, arrange a service project – if it gets you and other young people outside, we want to hear about it. So visit

www.naturalleaders.org to register **starting March 18th**. The Children & Nature Network launched the Natural Leaders Network in 2008 to encourage young leaders to take decisive action against nature-deficit disorder. With founding support from the Sierra Club's Building Bridges to the Outdoors, and the corporate support of The North Face, we are ready to take on this challenge.

Festival del Tinglar: Leatherback Festival

Join the Puerto Rican Coalition for the Northeast Ecological Corridor for the 5th annual festival celebrating the Leatherback turtle at the Plaza del Luquillo, Puerto Rico on April 17, 2010. Get outside, learn about the corridor and march in the children's parade. [Learn more.](#)

10 Years – One Million Kids The Recreation Outdoor Initiative

by BBTO Partner Guest Article: SOS Outreach

Founded in Vail, Colorado in 1993, BBTO partner [SOS Outreach](#) engages 4,500 youth in outdoor and winter sports each year. While most programs take place in Colorado, SOS Outreach operates in nine states, New Zealand and Canada, utilizing a core value curriculum across single-day, multi-day and multi-year programs.

SOS Outreach Founder and Executive Director, Arn Menconi has led the organization in expanding its number of locations and program offerings over the years. It now has its sights set on collaborating with other youth organizations that specialize in winter and outdoor sports.

SOS is developing the new Recreation Outdoor Initiative, which aims to involve 100,000 kids in outdoor programs each year for the next 10 years. This initiative comes on the heels of First Lady Michelle Obama's [Let's Move](#) campaign to combat childhood obesity.

"We've brought together leaders in the winter and outdoor sports industry as well as youth agencies with a proven track record in not only getting kids outdoors and active, but serving as a constant positive influence in the lives of participants," said Menconi.



Intrawest CEO Bill Jensen helps unveil the Recreation Outdoor Initiative at the Snowsports Industries America (SLA) Snow Show in Denver on January 30. The Initiative aims to increase the number of youth involved in winter and outdoor sports.

Cottonwood Institute, Jupiter Outdoor Center, Michigan Snowsports Industries Association, Outdoor Outreach, Pennsylvania Ski Area Association, The Service Board, SOS Outreach, Stoked Mentoring, Vermont Ski Areas Association, Winter Feels Good, Winter Kids, Winter Wildlands Alliance, Youth Enrichment Services (YES), and Zero Ceiling.

"It's amazing to see each of these different organizations, companies and individuals rally around a common cause," Menconi said. "For the last few decades, we've seen the results of fragmented programs, so it's especially exciting to see what we can accomplish working together. It's a tremendous challenge, but the will is there, and we're picking up steam."

Menconi said members of the Recreation Outdoor Initiative serve approximately 50,000 youth each year. He added that while the goal was to increase the number of participants served to 100,000 annually, quality programs remain a priority.

The Initiative has the backing of Snowsports Industries America as well as Intrawest. Other members of the Recreation Outdoors Initiative include Big Sky Youth Empowerment Project, Blue Angels Youth Ski and Snowboard Program, Burton Chill, cityWILD,

Conferences

Western Wilderness Conference

April 8-11, 2010

University of California, Berkeley

Wilderness preservation has never been more important- or more possible. In the last 4 years, wilderness advocates have succeeded in establishing over 2 million acres of protected wilderness. Curious about what it takes to succeed on this scale? Come to the Western Wilderness Conference. This conference is sponsored by the California Wilderness Coalition and the Sierra Club. [Register today.](#)

Good Jobs, Green Jobs Conference:

May 4-5, 2010

Washington Hilton, Washington, DC

The 2010 Good Jobs, Green Jobs National Conference is the leading forum for transforming ideas into action and building a green economy that creates good jobs, reduces global warming and preserves America's economic and environmental security. [Register](#) for the conference. [Exhibit](#) at the Expo. **EARLY BIRD REGISTRATION CLOSES TODAY!**