

Join the  
**WINTER WALK**  
with Wox!

FEBRUARY 2024



OUTGROWN'S ANNUAL WINTER  
VIRTUAL EVENT

WINTER WALK WITH WOX  
**MEDIA KIT**  
**2024**

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Thank you to our  
**WINTER WALK Sponsors!**



L.L.Bean



# HELP US SUPPORT FAMILIES EVERYWHERE IN GETTING OUTSIDE THIS WINTER!

Winter can be especially challenging for families when it comes to getting outside for meaningful play each day. That's where our friend Wox the Fox comes in!

You can help families everywhere find the inspiration and motivation to get outdoors by promoting our annual “Winter Walk with Wox” virtual event.

Visit our [event page](#) for downloadable and other shareable content!

We rely on the support and engagement of our partners, sponsors, volunteers, community and staff to fulfill our mission to get families outdoors for at least 10 minutes a day for the month of February. We hope you can join in the fun —engage with the OutGrown social media posts and share our event page with your friends, family and community!

THANK YOU FOR YOUR SUPPORT!

# ABOUT OUTGROWN'S VIRTUAL EVENTS

OutGrown celebrates the seasons with virtual events aimed to motivate and inspire our community to get outside together with their families. Anyone can join in the fun online by accessing the current event's webpage for free tools and resources!

## JOIN IN THE FUN!

### GUIDE

HOST AN  
OUTGROWN EVENT

### INSPIRE

SHARE YOUR TIPS  
AND TRICKS

### MOTIVATE

POST YOUR  
ADVENTURES ONLINE

### CONNECT

JOIN THE  
CONVERSATION



WALK WITH WOX THE FOX!

## CONNECT

JOIN THE  
CONVERSATION



Start or join a conversation in your regional group on the OutGrown website to find inspiration, motivation, and local community!

You can also connect in your local Facebook Group or by checking out OutGrown's national Facebook and Instagram pages!

OutGrown

WINTER WOX  
MEDIA KIT  
2024



## GUIDE

HOST AN  
OUTGROWN EVENT



Become an Outside Guide and host events in your area!

The OutGrown calendar is filled with events by people like you. Ask a friend to co-host or reach out to other Outside Guides if you need some encouragement and support!

## INSPIRE

SHARE YOUR TIPS  
AND TRICKS



Share your wisdom with others! Share your favorite gear, experience at local outdoor spaces, or ways you've found to keep your family motivated to play outside.

Sometimes things that seem like common knowledge to us are brand new ideas to others!

## MOTIVATE

POST YOUR  
ADVENTURES ONLINE



#WeAreOutGrown

Posting your family's adventures for others to view can motivate others to follow your lead!

Share the tools and resources you've found helpful or challenge others in a friendly competition that motivates others to connect with nature all year long.

WOX TOOLS AND IDEAS

# BENEFITS OF WINTER WALKS WITH WOX THE FOX!

WINTER ROCKS WHEN YOU ENJOY IT WITH WOX!



“Spending time in nature is linked to both cognitive benefits and improvements in mood, mental health and emotional well-being.”

American Psychological Association. (2020, April 1). Nurtured by nature. *Monitor on Psychology*, 51(3). <https://www.apa.org/monitor/2020/04/nurtured-nature>

- Increased serotonin
- Increased vitamin D
- Reduced cortisol levels
- Burned calories
- Improved memory, focus and attention
- Decreased risk of heart disease
- Improved sleep
- Eased depression symptoms
- Boosted immune function
- Increased happiness and peacefulness

“[Studies have] found evidence for associations between exposure to nature and improved cognitive function, brain activity, blood pressure, mental health, physical activity, and sleep.”

Associations between Nature Exposure and Health: A Review of the Evidence. *International journal of environmental research and public health*, 18(9), 4790. <https://doi.org/10.3390/ijerph18094790>

DID YOU KNOW?

**GET OUTSIDE THIS WINTER  
WITH WOX THE FOX!**  
WINTER ROCKS WHEN YOU ENJOY IT WITH WOX!

OutGrown

WINTER WOX  
MEDIA KIT  
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Skiing

Snowshoeing

Ice Fishing

Winter Picnic

Slush-puddle-stomping

Sledding

Ice Skating

Build a Snowman

Investigate Tracks

Frozen Crafts

WINTER FUN WITH WOX

