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GENERATION WILD LAUNCHES CAMPAIGN TO ENCOURAGE GIFTING OUTDOOR EXPERIENCES TO KIDS THIS HOLIDAY SEASON

(Denver, Colo.) – October 20, 2025 – [Generation Wild](#), a movement from Great Outdoors Colorado (GOCO) that works to connect kids and families with the outdoors, knows that the gifts kids get for the holidays help determine how they'll spend their time going into the new year. So, for the first time, Generation Wild is launching a holiday campaign aimed at giving the gift of the outdoors.

The creators of the [100 Things to Do Before You're 12 list](#) have compiled fun, inexpensive ideas and tips that inspire kids to spend time outside – and turned them into free downloadable gift certificates to be given this holiday season.

In 2024, the top five toys for boys and girls were all made for indoor-based play, and out of the 42 toys listed on The Toy Insider's 2024 Hot Gift List, zero were specific to outdoor play. However, studies clearly show that connecting kids with nature in a meaningful way grows curiosity, self-reliance, creativity and physical activity while reducing stress, anxiety and symptoms of ADHD. See more on the [benefits of playing outside](#).

"We wanted to support families in giving the gift of the outdoors this holiday season," said Jackie Miller, GOCO's executive director. "Our hope is that these free, printable experience-based gift certificates will inspire families to create lasting outdoor memories not just during the holidays, but all year long."

Available [on the website](#) now, Generation Wild offers 12 different gift experiences – including an option to create your own. The gift list includes:

- Hot Cocoa Picnic
- Sledding Safari
- Arctic Explorer Bingo
- Epic Snowball Fight
- One Outdoor 'Yes' Day
- Full Moon Trek (with a list of the full moon dates in 2026)
- Stargazing & S'more-grazing
- Skate-a-palooza
- Camping Trip (with tips on reservations and gear libraries)
- Fishing Trip

- One Night at Camp Backyardia

The effort is being promoted through a digital and social media campaign with visuals of nature elements that kids love in simple cardboard boxes – stars, planets, clouds, snowflakes, sticks, dirt, trees and ponds, to name a few.

“Our gift ideas take inspiration from our ‘100 Things to Do’ list and offer both cold and warm weather options as well as activities that require no gear at all,” said Miller. “All of the experiences are designed to make Colorado’s kids happier and healthier by spending time outside—and with simplicity in mind for busy parents.”

ABOUT GENERATION WILD

Generation Wild was created by [Great Outdoors Colorado](#) (GOCO) to connect Colorado kids to the outdoors by increasing the amount of time they spend outside. The program is made up of a statewide communications campaign designed to inspire and activate Colorado families using tools like a list of [100 Things To Do Before You’re 12](#), and a network of [12 Generation Wild communities](#) engaging more than 360,000 youth participants with outdoor programs, activities and jobs in the outdoors. Generation Wild has become a leader in the outdoor movement by executing several statewide initiatives such as [Say Hi with a Snowman](#), [Wilderflowers™](#), [World's Longest Hopscotch](#), and [Wilder, the film](#). For more information, visit [Generation Wild’s website](#), [Facebook](#), [Instagram](#) or [press page](#).