

FOR IMMEDIATE RELEASE

Need More Outdoors

Contact: Juliet Jacobsen Kastorff

info@needmoreoutdoors.com

(828) 488-6199

New Nonprofit Gets More Kids Outdoors for Learning, Growth, Challenge, and Fun

December 1, 2020, Bryson City, NC—Western North Carolina is home to a new nonprofit organization that aims to get more kids to experience the outdoors. Need More Outdoors offers a range of activities, from whitewater kayaking to conservation education, with a goal to improve health, build confidence and life skills, and inspire a lifelong connection to nature. Participants range in age from 7 to 17, depending on the activity. Scholarship funds are available to help cover program fees.

Executive director of Need More Outdoors, Juliet Jacobsen Kastorff, explains the organization's mission: "We know that nature has the power to inspire you, challenge you, and help you discover what you're capable of. That's why we are on a mission to get more kids outside to enjoy the beauty and wonder of Western North Carolina. We believe every young person should have the chance to experience outdoor adventures and educational opportunities regardless of their economic situation."

Need More Outdoors plans to collaborate with area nonprofits to maximize resources and impact. One of the organization's first activities was a Girls Leadership Kayak Camp, hosted in partnership with the Nantahala Racing Club and the Shannon Christy Fund. During this three-day experience, 10 girls, ages 11 to 14, learned how to build leadership skills and self-confidence while honing river-running techniques and safety practices. "It was great to watch the girls get braver over the three days," remembers Jacobsen Kastorff, who served as one of the camp instructors. "They went from being a little timid to run a rapid to being confident leaders and self-rescuers."

Another initial success was an EcoSplash Camp, conducted in partnership with Mainspring Conservation Trust. During this camp, boys and girls ages 7 to 14 gained STEM knowledge as they explored river ecosystems with goggles and snorkels, checked fish populations through safe fish shocking, and paddled in a kayak, raft, or inflatable ducky. Additional outdoor learning and recreation activities will be added in the future. Visit needmoreoutdoors.org to browse current programs.

Need More Outdoors was created in the spirit of Maria Noakes, a world-class whitewater kayaker who cared deeply about outdoor experiences for youth. Her company, Need More Adventures, brought the joy and challenge of whitewater paddling to countless individuals.

Need More Outdoors is a 501(c)(3) nonprofit organization that provides opportunities for underserved youth to participate in a range of activities on and around the waterways of Western North Carolina. We introduce participants to the outdoors, build ties between youth and the local community, empower youth through outdoor recreation and education, and reduce barriers to participation in outdoor activities. To learn more or to make a donation, visit needmoreoutdoors.org.

###