



## **MEDIA & PRESS KIT**

This information will be useful in learning more about our organization. For further inquiries, please visit our website:

[www.JourneysThroughAmerica.org](http://www.JourneysThroughAmerica.org)

or contact Karianne Kelley at 617-947-2381  
or Ashley Herrin at 603-345-7469

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## BACKGROUND

**Journeys Through America** is a non-profit organization providing educational material for all middle school-aged children across the country. The program forms partnerships with local school districts to provide children with a new, interactive, educational experience integrating the history of America and its National Parks with their current teachings.

**Journeys Through America's** goal is to foster a fun and adventurous learning environment that will promote altruistic growth within our children and our greater community. Only through early childhood education of and exposure to "America's Best Idea," will America's children feel an attachment to their heritage, and in turn develop a sense of individual responsibility and commitment to the health and well-being of our reserves.

**Journeys Through America** is a program that is in direct response to the growing number of young people who are choosing to stay indoors, as opposed to experiencing the benefits of an active, outdoor lifestyle. The goal of this program is to bring the outdoors into the classroom as much as possible, to promote a healthy lifestyle, teach sustainability and increase awareness of environmental preservation and to help urge youth to enjoy the outdoors once they've left the classroom doors. Children spend, on average, 40 hours a week in the classroom, so it is imperative to integrate the two, and expose children to the positive values of outdoor recreation, even if they can't be outside at that present moment. It will help influence their decision-making process in the future, and will help empower the young person to make positive changes in his/her lifestyle.

**Journeys Through America** will focus primarily on middle school youths, however this program can be targeted at other age groups as well, and will ideally be expanded to include those groups in the future. However, *since 2006, 6-12 year olds have had the most dramatic decline in outdoor recreation out of all age groups.* It is important to take the next steps in reversing this decline and reconnect America's youth with the outdoors today.

## **AGENDA**

The agenda of Journeys Through America is guided by the success of our primary year. During the summer of 2010, the co-founders of Journeys Through America will be road-tripping across the U.S. in an attempt to visit as many National Parks as possible. There's over 390 parks, monuments, historical sites, etc. so it is a daunting task, but one we take on with excitement.

At each park, we will be creating mini-episodes to be posted to our website and accessible by middle school classes that are eager to learn more about National Parks and willing to integrate our project into their current curriculum. These videos will consist of "standard" content which will be the format at each park and will contain facts about the park's history, region, geography, climate, etc.

In addition to that, participating classes will be able to request customized videos at their park of choice covering the content of their choice. For example, a 3rd grade class in Bedford, NH has requested an educational video from Mammoth Cave National Park and the habitat of the region's bats - this will coincide with their fall curriculum which largely covers bats.

Each class will participate at their leisure. Above and beyond the videos provided to them, classes will be urged to 'follow us' through the social media tools used today, such as our blog, Facebook, Flickr, Twitter, Foursquare, etc. These tools will be constantly updated to keep those informed on where we are/what we're doing/etc. These platforms will be utilized to pique children's interest in the parks even more through a constant flow of positive information and updates regarding the park(s) they are learning about.

Additionally, we not only hope to reach schools currently enrolled in the academic school year, but hope to partner with summer outdoor education programs. Thus far we have formed a commitment with the Brookline, MA recreation department and have a pending commitment with the Columbus, Indiana rec. department. Of course, we want to form partnerships with as many school districts as possible, because we feel this will be a huge success, and more importantly it's a free program. The only thing required of classes is a computer with an internet connection.

## FACT SHEET

### Description

A non-profit organization recognized by the Commonwealth of Massachusetts, that provides alternative learning curriculum for middle-school aged youths in the United States. This material will integrate the National Parks and the heritage of the United States with their current learning curriculum.

### Mission

The mission of Journeys Through America is the pursuit of the following principles:

- **Educate:** To provide knowledge of our nation's history and beauty found in our natural surroundings, and to educate our youth and our community on the importance of this in our American heritage through our three month journey and documentarian efforts.
- **Inspire:** To inspire our nation's youth as well as the greater community to preserve and contribute to our national parks continuing existence.
- **Take Action:** To urge our youth to get outdoors and to experience what our natural environment has to offer. To take action, and take advantage of these resources while they are here.

### Vision

Our goal is to bring the outdoors into the classroom as much as possible, to promote a healthy lifestyle, teach sustainability and increase awareness of environmental preservation and to help urge youth to enjoy the outdoors once they've left the classroom doors. This program will help influence their decision-making process in the future, and will help empower the young person to make positive changes in his/her lifestyle.

### Contact Information

Journeys Through America  
69 Chestnut Hill Avenue, #2  
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Website: [www.JourneysThroughAmerica.org](http://www.JourneysThroughAmerica.org)

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### Leadership

Journeys Through America is managed by co-founders Karianne Kelley and Ashley Herrin. Our contact information is as follows:

[Karianne@JourneysThroughAmerica.org](mailto:Karianne@JourneysThroughAmerica.org)  
Cell Phone: 617-947-2381

[Ashley@JourneysThroughAmerica.org](mailto:Ashley@JourneysThroughAmerica.org)  
Cell Phone: 603-345-7469

## CO-FOUNDERS

**Karianne Kelley** is a 2005 graduate of the University of New Hampshire. She received her bachelor's degree in Recreation Management and Policy, with an emphasis in Program Administration and event planning. She has been an active member of the Massachusetts Recreation and Parks Association for the past five years and is currently continuing her position as the elected Educational Representative and serving on the Association's annual Conference Committee for the second year in a row.

In May 2005, after graduating, she began her career at the Charles River Country Club pursuing her passion in club and event management. She later moved on to the Glen Ellen Country Club as the membership and recreation Director. For the past year she has been working for the Town of Brookline's Recreation department pursuing and growing her passion in the field of recreation. Over the past five years she has collectively implemented new camp programs for both Clubs, new recreation programs for towns in Massachusetts. Organized and managed events for up to 400 people and has received certifications as a teacher in early childhood education and personal training.

Today, Karianne is working with the town of Brookline and busy putting dreams into reality with Journeys Through America.

**Ashley Herrin** is a 2008 graduate of the Whittemore School Business and Economics at the University of New Hampshire. She received her bachelor's degree in Business Administration (Marketing) with a minor in Hospitality Management. While enrolled at the University, Ashley took on many leadership positions and received a multitude of experience in numerous fields. Some of this experience includes event planning for as little as 10 people to as many as 200 attendees, and successfully acting as the Public Relations Chair for the Greek Community during 2007, increasing positive awareness ten-fold.

In June 2008, after graduating, she began working for Modernista!, having aspirations to become their in-house graphic designer. Additionally, she does freelance graphic and web design work for small businesses in the New Hampshire area.

Today, Ashley is busy with Journeys Through America, preparing for its primary year and hoping it is a huge success.

## **DONATIONS & SPONSORS**

The success of Journeys Through America is primarily dependent on sponsors and donors as it is a non-profit organization.

Journeys Through America's funding sources include private donations, federal and state contracts, grants from private foundations, school districts and business sponsorship.

Additionally, we are soliciting donations from and partnerships with local outdoor shops. Stores such as EMS, REI, City Sports, L.L. Bean, etc. are perfect candidates as they are purveyors of outdoor recreation and pursue similar ideals.

With donations and sponsors from and within our community, we can help build a greater awareness for the importance of cultivating healthy, active and environmentally aware future generations. With your help, we can reach more and more children in America's school systems and help make this a successful and impactful program.

## **CONTACT SHEET**

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