



FOR IMMEDIATE RELEASE

Put Down the Phones, Pick Up Adventure: PA Launches \$69 Pass to Get Kids Outdoors

Dillsburg, PA (April 21, 2026) – The Pennsylvania Outdoor Recreation Association (PORA) is celebrating Screen-Free Week, May 4-10, with a press conference on May 5, 11:30 AM to 12:30 PM, at the Harrisburg State Capitol Rotunda steps to highlight its Outdoor Adventure Pass, an initiative designed to get Pennsylvania children outdoors, active, and engaged.

National data shows children ages 8-12 now average more than **five hours of entertainment screen time per day**, with some studies reporting totals exceeding seven hours. Younger children are also increasingly connected, with kids ages 5-8 spending more than three hours daily on screens. At the same time, research shows that outdoor activities improve children's **mental health, focus, sleep, and academic performance**, while increasing physical activity and overall well-being.

"Our Outdoor Adventure Pass is the perfect opportunity for children in 4th and 5th grades to spend time outdoors exploring Pennsylvania's incredible recreation opportunities," says Lutricia Eberly, Executive Director of PORA. "Screen-Free Week isn't just about turning off devices; it's about giving kids something better. This pass helps families replace screen time with real-world experiences that build confidence, curiosity, and connection."

The Adventure Pass is available to all 4th and 5th grade students in Pennsylvania and serves as a gateway to outdoor adventures across the state.

"This age is a critical developmental window when interests form and lifelong habits begin," Eberly added. "Our Adventure Pass lowers barriers to access, introduces families to local outdoor recreation experiences, and supports early exposure to activities that benefit personal health, family connection, and long-term wellness. It also supports the small businesses that power Pennsylvania's \$20.4 billion outdoor recreation economy and sustain 177,000 jobs."

When a 4th or 5th grader navigates a ropes course, paddles a kayak, or tries skiing for the first time, they're building problem-solving skills, spatial reasoning, and risk assessment in ways that don't happen in a classroom or on a screen.

What is the PA Outdoor Adventure Pass?

- Yearlong pass open to all 4th and 5th graders
- \$69/child for a full year
- Participating merchants/providers are located across Pennsylvania
- Curated family-friendly adventures—just pick and go!
- Activities are being added all the time and include skiing, caves, climbing, water sports, farms, nature centers, adventure parks, mini-golf, and more.

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“With one Adventure Pass, your child—and the entire family—can unlock a screen-free summer filled with experiences such as Indian Echo Caverns, Adventure Sports in Hershey, Bear Creek Mountain Resort, Tree Trails Adventures, Erie Zoo, Camelback Resort, SURFSup Adventures, and many more,” said Eberly. “And behind every pass redemption is a small business owner in Pennsylvania who built something worth experiencing, many of whom are economic engines in rural and small-town Pennsylvania.”

The press conference will also highlight Pennsylvania’s outdoor recreation industry as a major economic driver:

- Outdoor recreation contributes **\$20.4 billion** to Pennsylvania’s economy
- Pennsylvania ranks **8th in the nation** in outdoor industry size and total employment
- The industry generates **\$6.2 billion in tourism-related spending**
- Outdoor recreation contributes **\$1.2 billion in lodging revenue**
- The sector’s direct economic impact surpasses industries such as oil and gas extraction, utilities, trucking, and warehousing

“Time outside is important for Pennsylvanians, and for anyone who visits our Commonwealth,” said Nathan Reigner, Pennsylvania’s Director of Outdoor Recreation. “Time spent in nature is more than just having fun; it also helps each of us live healthier, more connected lives, and it helps our communities and economy grow and prosper. The PORA Outdoor Adventure Pass not only gives families great deals on some of Pennsylvania’s best outdoor experiences, it will also help to inspire our next generation of outdoor enthusiasts and conservationists. This program is valuable for building a love of the outdoors and ensuring our young people connect to the long-term benefits of time in nature.”

“In addition to being vital to our economy, outdoor recreation plays a critical role in improving the health of our communities and shaping the next generation,” Eberly said. “By getting kids outside today, we are investing in healthier families, building stronger communities, and creating a more vibrant Pennsylvania economy for the future.”

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About the Pennsylvania Outdoor Recreation Association

The Pennsylvania Outdoor Recreation Association (PORA) represents outdoor recreation providers across Pennsylvania's \$20.4 billion outdoor recreation economy. Founded in 1978 as the Pennsylvania Ski Areas Association, PORA serves outdoor recreation providers across all 67 counties of the Commonwealth. The association provides advocacy, workforce development, risk management resources, and business growth opportunities for its members while supporting Pennsylvania's outdoor recreation industry through legislative representation and economic development initiatives. For more information, visit paoutdoors.org.

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