



FOR IMMEDIATE RELEASE

August 11, 2025

PORA Seeks Provider Partners for Statewide PA Outdoor Adventure Pass

Association launches recruitment for innovative program connecting families with outdoor recreation businesses across Pennsylvania

HARRISBURG, PA – August 11, 2025 – The Pennsylvania Outdoor Recreation Association (PORA) is actively recruiting outdoor recreation providers statewide to participate in Pennsylvania's first 4th & 5th Grade PA Outdoor Adventure Pass, with the program website now live and provider registration underway.

The innovative pass program is designed to make outdoor recreation more accessible for families while driving business to local outdoor recreation providers across all 67 Pennsylvania counties. Priced at \$69 for year-round access, the pass will offer participating families significant discounts and special experiences at outdoor recreation businesses throughout the Commonwealth.

"This program represents a tremendous opportunity for outdoor recreation providers to connect with new customers while supporting family outdoor engagement," said Lutricia Eberly, Executive Director of PORA. "We're building on Pennsylvania's strong foundation in outdoor recreation to create something truly impactful for both families and businesses."

PORA is conducting comprehensive outreach to ensure statewide provider participation, including direct communication with state legislators to inform businesses in their districts about participation opportunities. The association is also partnering with destination marketing organizations (DMOs) across Pennsylvania to promote provider recruitment in their regions.

Outdoor recreation providers interested in joining the pass can visit the association website to learn about participation benefits, which include access to detailed customer data, marketing support, and connection to Pennsylvania's growing outdoor recreation economy that contributes \$19 billion annually to the state's GDP.

The pass program aligns with PORA's mission to support outdoor recreation providers through business development opportunities, advocacy, and workforce development initiatives. Provider participation not only offers direct business benefits but also supports the broader goal of establishing outdoor recreation habits among Pennsylvania's youth.

"We're reaching out through every available channel – legislators, media, destination marketing organizations – because we believe this program can be transformative for

outdoor recreation providers willing to get involved early," added Eberly. "The providers who join now will be founding partners in what we expect to become an annual tradition for Pennsylvania families."

PORA is targeting the program launch for Fall 2025 season, with provider recruitment continuing on a rolling basis. The association encourages all outdoor recreation providers – from adventure activities to outdoor education programs – to explore participation opportunities.

For more information about provider participation or to register for the PA Outdoor Adventure Pass program, visit the association website or contact PORA directly.

###

About the Pennsylvania Outdoor Recreation Association

The Pennsylvania Outdoor Recreation Association (PORA) represents outdoor recreation providers across Pennsylvania's \$19 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.

Media Contact: Lutricia Eberly, Executive Director Pennsylvania Outdoor Recreation Association
info@paoutdoors.org