



FOR IMMEDIATE RELEASE

SoCal Explorer 5.0 Campaign Uses AR Gaming to Help Kids Engage with Nature, Proving that Screen Time Can be Green Time

Parks and Public Spaces across Southern California Participate in a Campaign to Engage Kids in Free Outdoor Learning Experiences on their phones

Los Angeles – October 13th, 2023 – In response to the huge demand for free fun active outdoor experiences, partners including: [California State Parks – San Diego District](#), [California State Parks – Orange Coast District](#), [the Bureau of Land Management – Sand to Snow National Monument](#), [the Bureau of Land Management – Santa Rosa Jacinto Mountains National Monument](#), [the City of Carson – Parks and Recreation](#), [FivePoint Valencia](#), [the U.S. Forest Service – Angeles National Forest](#), [City of Fillmore – Parks and Recreation](#), [the City of LA](#), [the Cabrillo Marine Aquarium](#), [the City of Long Beach – Parks and Recreation](#), [Riverside- Corona RCD-Sycamore Creek Interpretive Center](#), [Bowers Museum](#), [California State Parks – Hungry Valley](#), [the City of Desert Hot Springs](#), [the City of San Dimas](#), [the City of Santa Clarita](#), [LA County Parks](#), [U.S. Forest Service - Cleveland National Forest](#), [the City of Lynwood](#), [Joshua Tree National Park Association](#), [LA Conservation Corps](#), [California State Parks - Border Field State Park](#), [California State Parks - Tijuana River National Estuarine Research Reserve](#), [Bolsa Chica Conservancy](#), [Conejo Recreation and Park District](#), [City of Malibu](#), [Metropolitan Water District of Southern California](#), and the [City of Cudahy](#) have come together to get people exploring, learning, and having fun with their families. The campaign uses Agents of Discovery®, an educational technology platform that enables educators to create their own augmented reality games - think Pokemon Go for parks and education.

Bob Blumenfield, City Council Member in Los Angeles, says: “As you explore, you’ll learn about local plant and bug life, wildfire prevention, conservation efforts, and much more. Good luck with your Mission, and I hope to see you at the park.”

The SoCal Explorer will run until December 18th. Anyone can join in by downloading the free Agents of Discovery mobile app and completing “Missions”, or games at participating locations. Each Mission is made up of educational “Challenges” that teach players about local history, culture, ecosystems, and safety. For example, at Valencia Park, players can learn about different landmarks in their community and how they’re impacted by the environment. At another location, Griffith Park, players can learn about the history of Los Angeles and the plants and animals that live there.

The Campaign includes amazing prizes to reward players, or “Agents” who are logged in and participate. At each site, players receive fun rewards like stickers or buttons. Agents who complete three Missions will earn a SoCal Explorer badge. If they complete six Missions, they’ll earn a SoCal Advanced Explorer badge, and if they complete nine or more Missions they’ll earn a Super SoCal Explorer badge. Players who complete five Missions will be entered to win a \$25 gift card to [Disney](#), [Target](#), or [Dick’s Sporting Goods](#). They will also be entered to win tickets to [Bowers Museum](#), [Belmont Park](#), or a [National Park Pass to Joshua Tree National Park](#). Players who complete six or more Missions will be entered to win the grand prize - sponsored by [Edison International](#).

Kim Bosell, Natural Areas Administrator for LA County Parks, says: “By using the Agents of Discovery app, you can use augmented reality to help you connect to local plants and wildlife, and to learn amazing facts about them.”

Missions can be found in the following locations: **Thousand Oaks** - Conejo Recreation and Park District; **City of Malibu** - Missions Coming Soon! **Hungry Valley** - Discover Hungry Valley, Safety First with Agent Sage; **City of Fillmore** - City of Fillmore's Fall Mission; **City of Santa Clarita** - Towsley Canyon, Gates Family Wildlife Preserve, Placerita Canyon Mission, Vasquez Rocks Nature Heritage Trail, GO EARTH, GO EARTH - Smokey Bear 3.0; **Big Pines** - Grassy Hollow; **Chilao** - Chilao Visitor Center; **Stoneyvale Picnic Site** - Vogel Flat Pollinators; **Los Angeles** - Hansen Dam, Hansen Dam Recreation Area - Smokey Bear 3.0, Sharks, Skates and Rays! Oh My!, Cabrillo Beach Coastal Park, Reseda Park, Ken Malloy Harbour Regional Park, Pan Pacific Park, Los Angeles State Historic Park, Echo Park, Griffith Park, Griffith Park – Smokey Bear 3.0, Harbor Regional Park, MacArthur Park, South LA Wetlands, White Point Nature Reserve, Discover California 2023, Ranger Raccoon's Rurban Nature Mission, Kenneth Hahn State Recreation Area's Mission, Day in Nature; **Simi Valley** - RSRPD's Santa Susana Train Depot, Vista Del Arroyo Park; **Pasadena** - Protect the Canyon, Eaton Canyon - Wildlife Habitats, Eaton Canyon Smokey Bear 3.0; **Diamond Valley Lake** - Western Science Center, Discover Diamond Valley Lake - Viewpoint Mission, Discover Diamond Valley Lake - Marina Mission; **City of Desert Hot Springs** - Desert Hot Springs 60th Anniversary Tour, Long Canyon Trailhead Mission; **Lake Los Angeles** - Alpine Butte Mission; **San Pedro** - Welcome Deane Dana Friendship Regional Park; **Riverside** - Riverside Corona - Smokey Bear 3.0, Discover Sycamore Creek Preserve; **City of San Dimas** - Welcome to San Dimas Canyon Nature Center, San Dimas Egg Hunt Civic Center, San Dimas Egg Hunt Civic Center; **Morongo Valley** - Sand to Snow National Monument, Sand to Snow National Monument - Smokey Bear 3.0; **Cahuilla Hills** - Santa Rosa & Jacinto Mtns National Monument, Santa Rosa & Jacinto Mtns

National Monument - Smokey Bear 3.0; **Lynwood** - Ham Park Fall Challenge, Lynnwood Park Fall Challenge; **Santa Ana** - Bowers Museum; **Huntington Beach** - Explore the Bolsa Chica Ecological Reserve!; City of Cudahy - Clara Street Park **Long Beach** - Explore the DeForest Wetlands, Willow Springs Wetlands and More, MacArthur Park Mission, Explore the DeForest Wetlands (AoD), Explore the DeForest Wetlands - Smokey Bear 3.0, El Dorado Nature Center; **City of Carson** - Carriage Crest Park; **El Cariso** - El Cariso Trail; **San Diego** - Old Town San Diego State Historic Park, **Tijuana** - Marine Debris at Border Field State Park: An at Home Adventure, Salt Marsh Exploration at the Tijuana Estuary; **Joshua Tree National Park** - JTNPA's Mission: Joshua Tree National Park Visitor Center in 29 Palms & Oasis of Mara, JTNPA's Mission: Black Rock Campground at Joshua Tree National Park; **Crystal Cove** - Stop Littering Larry! Moro Canyon Field Agent: Crystal Cove State Park. For more information, check out the [Agents of Discovery website](#).

To download the free Agents of Discovery app, go to Google Play or the App Store. Once downloaded, find the Missions near you and download them before heading out. No data or WiFi is required to play a Mission once it has been downloaded.

About Agents of Discovery

Agents of Discovery, winner of the 2020 Society of Outdoor Recreation Professionals Excellence Award, is an innovative educational tech platform that utilizes web, mobile and the latest in augmented reality technologies to get kids active and learning about the world around them. Agents of Discovery provides educators with a unique way to gamify information, incentivizing kids to be active while learning and exploring. The easy-to-use Mission Maker allows educators to pull Challenges from their extensive Agency Library or to create customized content specific to their site. Educators can then easily publish Missions for players to complete on their devices. For more information, please visit www.agentsofdiscovery.com