



Western  
National Parks  
Association



FOR IMMEDIATE RELEASE

### **SoCal Explorer Campaign Gets Kids Active and Engaged in Parks**

*19 Parks in the Greater Los Angeles Area Join Together to Create A Campaign to Get Kids Outdoors*

Los Angeles, CA -- June 22, 2017 -- With the support of Edison International, eight partners including the City of LA, LA County, the U.S. Forest Service, Cal State Parks, Western National Parks Association, Santa Rosa Plateau, the City of Carson and Riverside County Parks have joined forces in an initiative to encourage kids to explore parks and nature. Titled the [SoCal Explorer Campaign](#), these eight partners today announce their use of [Agents of Discovery](#)<sup>®</sup>, an educational technology platform that facilitates the gamification of information.

Kids and their families can use the Agents of Discovery mobile app to download free “Missions” at all of the twenty participating parks in the LA area. As kids explore the Missions, they solve educational Challenges created by the parks’ interpreters and learn about local ecosystems. At LA’s Ken Malloy Harbor Regional Park, for example, kids can learn about the diversity of birds in the area and the park’s role in maintaining clean water.

“Our goal is to get kids excited to learn as they explore the world around them. Agents of Discovery is a fun way for kids to acquire knowledge about our park’s ecology and natural features,” said James Cook, Executive Director, Western National Parks Association.

The SoCal Explorer Campaign runs from June 17-December 31, and includes incentives for young park explorers, or “Agents.” When an Agent completes a Mission, they receive a digital and embroidered badge specific to that site. Once

three Missions are completed, an Agent will receive the Explorer Badge. An additional Mission outside of LA earns them the Super Explorer Badge. After completing all Missions, the Agent earns the SoCal Explorer Badge. As they complete Missions, Agents will also be entered to win grand prizes.

“California has so many amazing parks,” said Mary Clark, CEO, Discovery Agents. “We created the SoCal explorer campaign with our partners to encourage kids, and by extension their parents, to enjoy with these parks while learning about their natural features.”

Participating parks include: El Cariso Trail, San Juan Loop Trail, Cabrillo Beach, Ken Malloy Harbor Regional Park, South Los Angeles Wetlands Park, Kenneth Hahn State Recreation Area, Stoneview, El Pueblo de Los Angeles Historical Monument, Griffith Park, Echo Park Lake, Reseda Park, Hansen Dam Recreation Center, Vogel Flat, Eaton Canyon, Chilao, Grassy Hollow, Santa Rosa Plateau Ecological Reserve, Lake Perris, and City of Carson.

To download the Agents of Discovery app, go to [Google Play](#) or the [App Store](#). Once downloaded, find the participating park’s Mission within the app and download it before you head out to the park. No data or WiFi is required to play the Mission once it has been downloaded.

### **About Agents of Discovery**

Agents of Discovery, winner of the 2016 Best App-Based Game at the European Conference on Game Based Learning, 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 kids to complete on tablets or their own smart devices. For more information, please visit [www.agentsofdiscovery.com](http://www.agentsofdiscovery.com)

### **About City of Los Angeles Department of Recreation and Parks**

The Department of Recreation and Parks maintains over 16,000 acres of parkland with over 430 neighborhood and regional parks, 184 recreation centers and facilities, 368 children’s play areas, 321 tennis courts, 256 ball fields, 31 senior centers, 13 golf courses, nine dog parks, 24 skate parks, 61 swimming pools, 12 museums and an urban forest of one million trees and 92 miles of hiking trails. The Department also provides after school enrichment programs for children and teens including music, dance, and athletic programs. For more information about the Department of Recreation and Parks, please visit [www.laparks.org](http://www.laparks.org).

**About the U.S. Forest Service:**

The mission of the U.S. Forest Service, part of U.S. Department of Agriculture, is to sustain the health, diversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations. The agency manages 193 million acres of public land, provides assistance to state and private landowners, and maintains the largest forestry research organization in the world. Public lands the Forest Service manages contribute more than \$13 billion to the economy each year through visitor spending alone. Those same lands provide 20 percent of the nation's clean water supply, a value estimated at \$7.2 billion per year. The agency has either a direct or indirect role in stewardship of about 80 percent of the 850 million forested acres within the U.S., of which 100 million acres are urban forests where most Americans live.

**About Western National Parks Association:** A nonprofit education partner of the National Park Service, Western National Parks Association (WNPA) supports 71 park partners across the West, developing products, services, and programs that enrich the visitor experience. Since 1938 WNPA has worked to connect new generations to parks in meaningful ways, all with one simple goal: create advocates who want to preserve and protect these special places for everyone, for all time. To learn more, visit [www.wnpa.org](http://www.wnpa.org).

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Media Contact:

Agents of Discovery

Alexandra Pony

855.564.7328 ext. 210 | [apony@agentsofdiscovery.com](mailto:apony@agentsofdiscovery.com)