



FOR IMMEDIATE RELEASE



## **Puget Sound Explorer Campaign Gets Kids Active and Engaged with Nature, Culture, and History**

*Five Organizations Join Together on a Campaign to Get Kids Active Outdoors*

Seattle, Washington -- July 1, 2019 -- Five partners, including The Tacoma Nature Center, U.S. Forest Service, Metro Parks Tacoma, Pier 57 Miner's Landing and the Canadian Consulate in Seattle have joined forces in an initiative to encourage kids to explore the wonders Puget Sound has to offer. Through [Agents of Discovery](#)®, an educational platform that allows educators and interpretive staff to create, edit and publish their own augmented-reality, interactive games which engage visitors with their facility, these five partners are launching the first annual [Puget Sound Explorer Campaign](#).

The Puget Sound Explorer Campaign runs from July 1st to October 20th, and encourages young explorers, or "Agents", to visit as many participating locations as possible to earn real-life and digital rewards. Kids and their families can participate in the campaign by downloading the *Agents of Discovery* mobile app to access free "Missions" (games) at each of the participating locations. Missions are completed by solving educational "Challenges" (questions) created by the site's interpreters in order to learn about local ecosystems, culture, and history. At the Tacoma Nature Center, for example, kids can explore the nature trails, native birds, animals and plants by uncovering fascinating must-see spots within the site.

## **[PARTNER QUOTE INSERTED HERE]**

When an Agent completes a Mission, they receive a digital and hard-copy reward specific to that site; once three Missions are completed, an Agent will be designated a *Puget Sound Sockeye*. After completion of six Missions, an Agent will be designated a *Puget Sound Grizzly Bear*. With nine Missions completed, an Agent will be designated a *Puget Sound Orca*.

The Missions to be played at in the Puget Sound Explorer Campaign include: Tacoma Nature Center, Heather Meadows, Iron Goat Trial, Swan Creek, Titlow Park, Pier 57 Miner's Landing, Great Gold Rush Adventure at Pier 57, Want to be a Forest Ranger?, Rainforest Exploration, Olympic Discovery Trail, Mt. Walker Viewpoint and Smokey Bear, REI Seattle Flagship Store, and Big Four Ice Caves.

## **[PARTNER QUOTE INSERTED HERE]**

To download the free Agents of Discovery app, go to [Google Play](#) or the [App Store](#). Once downloaded, find the participating site's Mission within the app and hit "Play" before you head out. No WiFi connectivity is required to download or play the Missions.

## **About the Partners:**

### **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

### **Tacoma Nature Center:**

The Tacoma Nature Center is a 71-acre nature preserve encompassing Snake Lake and the surrounding wetlands and forest. Stroll nature trails to experience native birds, animals and plants. The mission sites at the Tacoma Nature Center include Swan Creek and Titlow Park.

### **The U.S. Forest Service:**

The U.S. Forest Service is a multi-faceted agency that manages and protects 154 national forests and 20 grasslands in 43 states and Puerto Rico. The agency's mission 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 U.S. Forest Service augments Their work through partnerships with public and private agencies that help us plant trees, improve trails, educate the public, and improve conditions in wildland/urban interfaces and rural areas, just to name a few. Our team also promotes sustainable forest management and biodiversity conservation internationally.

Gifford Pinchot, first Chief of the Forest Service, summed up the mission of the Forest Service: "to provide the greatest amount of good for the greatest amount of people in the long run."

### **Pier 57 Miner's Landing:**

In 1897, the steamship Portland, weighed down with the first load of gold from the Klondike, docked at the pier where Miners Landing now stands. Now, pier 57 is home to the Miners Landing, a family-friendly shopping, restaurants and entertainment complex. Pier 57, where Miners Landing now stands went on to play an important role in the trade between North America and Asia for several years.

### **Metro Parks Tacoma:**

Metro Parks Tacoma (MPT) is a CAPRA-accredited, independent park district that leads efforts to build a healthy, sustainable community. Metro Parks' mission is to create healthy opportunities to play, grow and learn while their vision is to create a vibrant, active and engaged community. Metro Parks Tacoma is a great place for the community to get active, explore nature and learn about heritage & culture.

### **Canadian Consulate in Seattle**

The Consulate General of Canada in Seattle has agreed to be part of this promotional campaign to help raise awareness about the Puget Sound Explorer campaign.

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