



FOR IMMEDIATE RELEASE

## **Bay Area Explorer 4.0 Campaign Uses AR Gaming to Help Kids Engage with Nature, Proving that Screen Time Can be Green Time**

*Parks and Public Spaces across the Bay Area of California Participate in a Campaign to Engage Kids in Free Outdoor Learning Experiences on their Phones*

California – July 29, 2022 – In response to the huge demand for fun free outdoor activities, partners, including [U.S Fish and Wildlife - Don Edwards San Francisco Bay National Wildlife Refuge](#), [the National Park Service - San Francisco Maritime National Historical Park](#), [Santa Clara County Parks](#), [California State Parks- Seacliff State Beach](#), [Town of Danville](#), [City of South San Francisco](#), [Santa Cruz County](#), [BLM - Berryessa Snow Mountain National Monument](#), [Oakland Zoo](#), and the [City of Mill Valley](#) 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.

The Bay Area Explorer 3.0 Campaign will run until September 9. 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 even safety. For example, at Hyde Street Pier, players can learn about life at sea. At another location, Cowboy Camp, players can learn about humans’ impact on the environment.

Joshua Richardson from the City of South San Francisco says, “Agents of Discovery has been a great way for us to engage our residents in a new way, while getting them outdoors to explore and learn about our park areas with fun and informative games. Many of our players have discovered parks they have never visited and learned something new about the city that they

live in. It has been a valuable tool to get players of all ages outdoors and experiencing park settings in a whole new way.”

The Campaign includes amazing prizes to reward players, or “Agents” who participate. At each Mission site, players receive fun rewards, like badges or buttons. Agents who complete: three Missions are entered to win tickets to the [Bay Area Discovery Museum](#); five Missions are entered to win a three-month pass to [CuriOdyssey](#); seven Missions are entered to win tickets to the [Oakland Zoo](#); nine Missions are entered to win tickets to see the [San Francisco Giants](#) play against the Colorado Rockies on September 27th.

Missions can be found at the following locations: **Berryessa Snow Mountain National Monument** - Upper Lake Ranger Station, Cowboy Camp, Cache Creek Natural Area; **City of Mill Valley**; **San Francisco** - San Francisco Maritime National Historical Park, SF Bay Trail, Sign Hill, Sculpture Garden; **Oakland** - Oakland Zoo; **Danville** - Danville Park Green; **Fremont** - Don Edwards San Francisco Bay National Wildlife Refuge; **Greyhound Rock** - Greyhound Rock County Park; **Quail Hollow Ranch**; **Soquel** - Anna Jean Cummings County Park, Heart of Soquel; **Pleasure Point** - Moran Lake County Park; **Aptos** - Seacliff State Beach, Aptos Village Park; **Amesti** - Pinto Lake County Park; **San Jose** - Hellyer County Park, Martial Cottle Park, Vasona Lake; **Llagas-Uvas** - Mount Madonna. For more information, check out the [Agents of Discovery website](#).

Jaclyn Caldwell from Santa Clara County Parks and Recreation says, "We are excited to be able to allow our visitors a new and different way to engage with and explore our parks using Agents of Discovery. Park visitors have really had fun with the AR components of the app.”

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 Project 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](http://www.agentsofdiscovery.com)

