



FOR IMMEDIATE RELEASE

## **D.C. Explorer Campaign Gets Kids Active and Engaged with History and Nature**

*11 Partners Join Together to Create A Campaign to Get More Kids Active Outdoors*

Washington, D.C -- June 27, 2019 -- 11 partners including the USDA Forest Service, Outdoor Recreation Roundtable, U.S. Fish and Wildlife Service, American Battle Monuments Commission, U.S. National Arboretum, Maryland-National Capital Park & Planning Commission, National Environmental Education Foundation, the Bureau of Land Management, NASA Goddard Space Flight Center, NOVA Parks, and the Canadian Embassy in Washington have joined forces in an initiative to encourage kids to explore the outdoors. Titled the [D.C. Explorer Campaign](#), these partners today announce their use of [Agents of Discovery®](#), an educational platform that allows educators to turn their content into augmented reality game for their visitors to enjoy.

Kids and their families can use the Agents of Discovery mobile app to download free “Missions” at all of the nine participating sites in the greater D.C. area including Maryland and Virginia. As kids explore, they solve educational “Challenges” (questions) created by the site’s interpreters and learn about local ecosystems and history. At the USDA Urban Forest, for example, kids can learn about pollination and sustainable food practices, and visitors to Patuxent Research Refuge discover how birds, insects, mammals, and amphibians make this natural place their home.

The D.C Explorer Campaign runs from June 27 - November 1, and includes incentives for young explorers, or “Agents”, to explore the world around them. When an Agent completes a Mission, they receive a digital and embroidered badge specific to that site. Once a player completes three Missions they will receive the National Mall Traveler badge, once the player completes six Missions they will receive the D.C. Traveler badge, and after completing nine Missions, the player will

receive the DMV Explorer badge.

“There are so many amazing places to explore and such rich history in D.C., Maryland and Virginia,” said Mary Clark, CEO, Agents of Discovery. “We created the D.C. Explorer Campaign with our partners to encourage kids, and by extension their parents, to enjoy what these sites have to offer.”

Participating sites include: [U.S. National Arboretum](#), [USDA Urban Forest](#), [Watkins Regional Park](#), [World War II Memorial](#), [Korean War Veterans Memorial](#), [Vietnam Veterans Memorial](#), [Patuxent Research Refuge](#), [Anacostia Park](#), [Potomac Overlook Regional Park](#), [Temple Hall Farm Regional Park](#), [Meadowlark Regional Park](#), and [NASA Goddard Space Flight Center](#).

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 data or WiFi is required to download or play the Mission once it has been downloaded.

## **About the Partners**

### **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

### **American Battle Monuments Commission**

The American Battle Monuments Commission, established by the Congress in 1923, is an agency of the executive branch of the federal government. ABMC—guardian of America’s overseas commemorative cemeteries and memorials—honors the service, achievements and sacrifice of U.S. Armed Forces. ABMC’s commemorative mission includes: Designing, constructing, operating and maintaining permanent American cemeteries in foreign countries. Establishing and maintaining U.S. military memorials, monuments and markers where American armed forces have served overseas since April 6, 1917, and within the United States when directed by public

law. Controlling the design and construction of permanent U.S. military monuments and markers by other U.S. citizens and organizations, both public and private, and encouraging their maintenance.

### **Maryland-National Capital Park & Planning Commission**

The Maryland-National Capital Park and Planning Commission (M-NCPPC) is a bi-county agency serving Prince George's and Montgomery counties in Maryland with parks, recreation, and planning. M-NCPPC's Department of Parks and Recreation in Prince George's County is a well-respected leader in the field with an unprecedented six national gold medals for excellence. The Department provides quality recreation programs, facilities, and services for residents and visitors. We also operate and maintain more than 27,000 acres of parkland throughout the county, including land developed to provide parks such as Watkins Regional Park, picnic areas, athletic fields, historic sites, community centers, and recreation facilities. In an effort to maintain the county's natural beauty, a large percentage of the land has been left undeveloped to serve as buffers and to provide natural open spaces.

### **NOVA Parks**

In the late 1950's, the Northern Virginia Planning District Commission and a group of citizens from several local jurisdictions came together to protect Northern Virginia's rich heritage of woods, meadows, lakes and streams from the threat of suburban sprawl. These citizens, working with their local governments--Fairfax County, Arlington County and the City of Falls Church--organized under the Virginia Park Authorities Act in 1959 as the Northern Virginia Regional Park Authority (NVRPA). They came together to plan, acquire develop and operate a system of regional parks for all Northern Virginians to enjoy. Today, NOVA Parks (as the organization came to be known in 2014) represents three counties and three cities -- Arlington County, Fairfax County, Loudoun County, the City of Alexandria, the City of Falls Church and the City of Fairfax. NOVA Parks staff, volunteer board members appointed from each jurisdiction and many friends of the regional parks working together have preserved over 12,000 acres of the rolling and wooded Virginia countryside for you and created a priceless legacy for future generations.

### **U.S. National Arboretum**

Located in Northeast Washington, DC, the National Arboretum was established in 1972 by an Act of Congress. The Arboretum is administered by the U.S. Department of Agriculture's Agricultural Research Service. The National Arboretum is 446 acres and has an annual visitation of over 600,000 people. The National

Arboretum is also involved in a wide range of research projects that include wide-ranging developmental and applied research on trees, shrubs, turf, and floral plants, development of new technologies for the floral and nursery industries, development of superior landscape plants through a program of genetic improvement, evaluation, & selection and Taxonomy and nomenclature of ornamental plants and their wild relatives.

### **Outdoor Recreation Roundtable**

The Outdoor Recreation Roundtable (ORR) is America's leading coalition of outdoor recreation trade associations and organizations working to promote the policy and legislative reforms needed to enhance the outdoor recreation economy. ORR members represent the thousands of businesses that produce vehicles, equipment, gear, apparel and services for the 144 million Americans who enjoy their national parks, waterways, byways, trails and outdoor spaces. The ORR works to enhance the experience of America's outdoor recreation enthusiasts by advocating for solutions that will responsibly improve America's public lands, waters and infrastructure while conserving them for future generations.

### **U.S. Fish & Wildlife Service**

The U.S. Fish and Wildlife Service is the oldest federal conservation agency, tracing its lineage back to 1871, and the only agency in the federal government whose primary responsibility is management of fish and wildlife for the American public. The Service helps ensure a healthy environment for people by providing opportunities for Americans to enjoy the outdoors and our shared natural heritage.

### **National Environmental Education Foundation**

The National Environmental Education Foundation (NEEF) is the United States' leading organization in lifelong environmental learning, connecting people to knowledge they use to improve the quality of their lives and the health of the planet. Congressionally chartered in 1990 as a 501c3 nonprofit to complement the work of the US Environmental Protection Agency (EPA), NEEF is a non-partisan, non-advocacy organization working to make the environment more accessible, relatable, relevant, and connected to people's daily lives.

### **Bureau of Land Management**

The BLM was established in 1946, but its roots go back to the years after America's independence, when the young nation began acquiring additional lands. At first, these lands were used to encourage homesteading and westward migration.

The General Land Office was created in 1812 to support this national goal. Over time, values and attitudes regarding public lands shifted, and President Harry S. Truman, by means of a government reorganization, merged the GLO and another agency, the U.S. Grazing Service, creating the BLM.

### **NASA Goddard Space Center**

NASA's Goddard Space Flight Center in Greenbelt, Maryland, is home to the nation's largest organization of scientists, engineers and technologists who build spacecraft, instruments and new technology to study Earth, the sun, our solar system and the universe. Just outside Washington, Goddard is home to Hubble operations and the upcoming James Webb Space Telescope. Goddard manages communications between mission control and orbiting astronauts aboard the International Space Station. Named for American rocketry pioneer Dr. Robert H. Goddard, the center was established May 1, 1959, as NASA's first space flight complex.

### **Canadian Embassy in Washington**

The Embassy of Canada in Washington has agreed to be part of this promotional campaign to help raise awareness about the D.C. Explorer Campaign.

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