



FOR IMMEDIATE RELEASE

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PORA Launches Pennsylvania's First Statewide PA Outdoor Adventure Pass for 4th & 5th Graders

\$69 annual pass provides access to outdoor recreation experiences across all 67 counties

HARRISBURG, PA – September 1, 2025 – The Pennsylvania Outdoor Recreation Association (PORA) today launched the PA Outdoor Adventure Pass, a statewide program designed specifically for 4th and 5th grade students. The \$69 annual pass provides access to outdoor recreation experiences at participating providers across Pennsylvania.

The pass program addresses multiple priorities: making outdoor recreation more accessible for families, supporting local outdoor recreation businesses, and building lifelong outdoor participation habits among Pennsylvania's youth. Pass holders receive one complimentary experience at each participating provider, with the pass valid through August 31, 2026.

"This program represents exactly the kind of innovative thinking Pennsylvania needs to support our outdoor recreation providers while connecting families with the incredible outdoor opportunities our state offers," said Lutricia Eberly, Executive Director of PORA. "We're building on Pennsylvania's \$19 billion outdoor recreation economy to create lasting value for both businesses and families."

The launch comes as Pennsylvania continues to strengthen its position as a national leader in outdoor recreation. The state's Office of Outdoor Recreation, established in 2023, has prioritized business development and family engagement as key components of economic growth strategy.

PORA has invested over \$150,000 in marketing the pass program, including digital advertising campaigns, family bloggers and influencers, partnerships with destination marketing organizations, and comprehensive social media outreach. The association expects significant participation based on strong early interest from families and continued provider recruitment.

Participating outdoor recreation providers span diverse activities including adventure parks, nature centers, ski resorts, paddling outfitters, climbing facilities, and educational outdoor programs. Each provider offers a unique experience designed to introduce families to new outdoor activities while generating business revenue through accompanying adult admissions and additional services.

"The pass creates a win-win scenario," added Eberly. "Families get affordable access to try new outdoor activities, and our outdoor recreation providers gain exposure to new customers who may become regular visitors. It's exactly the kind of program that strengthens Pennsylvania's outdoor recreation economy from the ground up."

The program aligns with PORA's broader mission of supporting outdoor recreation providers through advocacy, workforce development, and economic development initiatives. As Pennsylvania's outdoor recreation economy continues to grow, programs like the PA Outdoor Adventure Pass help ensure that growth benefits both businesses and communities statewide.

Pass sales and provider registration continue at the program website: www.paoutdooradventure.com PORA plans to expand the program based on first-year participation and feedback from both families and participating providers.

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About the Pennsylvania Outdoor Recreation Association

The Pennsylvania Outdoor Recreation Association (PORA) represents outdoor recreation providers across Pennsylvania's \$19 billion outdoor recreation economy. Founded in 1978 as the Pennsylvania Ski Areas Association, PORA serves outdoor recreation providers across all 67 counties of the Commonwealth. The association provides advocacy, workforce development, risk management resources, and business growth opportunities for its members while supporting Pennsylvania's outdoor recreation industry through legislative representation and economic development initiatives. For more information, visit paoutdoors.org.

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