Latinos and America’s Great Outdoors

One of the biggest challenges we’re seeing in the conservation community is the increased age and lack of diversity of park users and outdoor enthusiasts. As the largest and fastest growing minority group, Latinos will play an important role in how we address our conservation and outdoor recreation challenges, including the increased urbanization of our population, which is creating new challenges such as “nature-deficit disorder,” the growing disconnect between people and nature, and contributing to the obesity epidemic in the U.S. where 31% of adults are obese and 15% of children and teenagers age 6-19 are overweight.

In partnership with The REI Foundation, The Hispanic Access Foundation, The Joint Center for Economic and Political Studies, and the Wilderness Society, we will discuss strategic ways to promote outdoor recreation and conservation among Latino youth, including existing legislative, nonprofit, and federal agency programs.

Tuesday, June 24th 2014
12:00 pm – 1:30 pm
Room SD-562 of the Senate Office Building
Lunch will be served

• **Moderator:** Juan D. Martinez – Director, Natural Leaders Network
• **Featuring Remarks by:**
  – Honorable Patty Murray – United States Senator, Washington
  – Honorable Ben Ray Lujan – United States Representative, New Mexico
• **Panelists:**
  – Maite Arce - Hispanic Access Foundation, President & CEO
  – Marc Berejka – Recreation Equipment Inc, Foundation, Chairman
  – Michael Casaus – The Wilderness Society, New Mexico Director
  – Dr. Brian Smedley – The Joint Center for Political and Economic Studies, Vice President