



PRESS RELEASE

For Immediate Release

CONTACT:
Kelly Wakefield
kelly.wakefield@wildrockpr.com

Polaris Adventures celebrates National Get Outdoors Day

OFFLINER pledge in honor of National Get Outdoors Day encourages consumers to go offline, embrace nature and THINK OUTSIDE on June 12

MINNEAPOLIS (June 1, 2021) — Polaris Adventures is participating in a new initiative aimed at inspiring people to get offline and capture the adventure waiting outdoors. Research shows that time spent outdoors has positive impacts on health, including reduced stress, improved mood and faster healing. This National Get Outdoors Day on Saturday, June 12, Polaris Adventures invites consumers to take a pledge to become an OFFLINER.

National Get Outdoors Day is held annually on the second Saturday of June and encourages Americans to get active outdoors, whether that be in their own backyard or our nation's parks, forests and wildlife refuges. Running through June 30, 2021, consumers are invited to take a pledge to become an OFFLINER by visiting Polaris.com/ThinkOutside.

In a world where we are constantly online, it's time to turn off and reconnect with the outdoors. More time at home and technology have resulted in a nature deficit and screen time has increased to an average of 13 hours per person per day.¹ Consumers are now looking for a reason to get out, which is evident as searches for "outdoor activities" increased by 82% from July 2019 to July 2020, and search levels in 2021 are on pace to match that.²

"While we know screen time increased during the pandemic, we also saw many people turn to the outdoors. Taking the OFFLINER pledge means turning off electronics indoors and getting outside. That may mean a walk in the park for some, but to others it may mean a break from routine," said Pam Kermisch, Polaris chief customer engagement and growth officer. "THINK OUTSIDE is our call for people to experience the ultimate enjoyment outdoors and to discover new ideas and possibilities, and we can help make that possible this National Get Outdoors Day."

Those who participate in the OFFLINER pledge will be entered for a chance to win one of five [Polaris Adventures](#) experiences and other outdoor adventure gear. From an epic off-road excursion in a Polaris RZR to a scenic sunset cruise in a Slingshot, Polaris Adventures has 160 locations across the U.S., making it a perfect option for those who want to try a new way to explore the outdoors.

Join the conversation using #THINKOUTSIDE and follow Polaris Adventures on Instagram and Facebook. To learn more about National Get Outdoors Day and the #OFFLINER pledge, visit Polaris.com/ThinkOutside.

About Polaris Adventures: Polaris Adventures brings together a select network of Outfitters to provide premium ride and drive experiences at epic destinations nationwide. Creating safe, memorable, year-round adventures for all skill levels, Polaris Adventures offers worry-free half and full-day options for couples, families and adventure groups in state-of-the-art Polaris vehicles. Visit adventures.polaris.com to learn more.

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¹UHC Screen Time 2020 Report

²Google Trends; “Outdoor activities” 3/1/19-5/25/21