



## Wales' Year of Adventure 2016 and the John Muir Award

Wales' [Year of Adventure](#) 2016 brings together a range of partners to promote Wales as the leading destination for Adventure - a springboard to a new long term vision and identity for Wales with adventure at its heart.

### What is Wales' Year of Adventure 2016?

It's a Wales-wide initiative to:

- Promote Wales as the 'go-to' destination for Adventure world-wide
- Encourage more people to get outside and be more active, more often
- Inspire people of all ages and backgrounds to engage with the natural environment, promote healthy lifestyles, and understand sustainability issues
- Build a legacy of adventure to inspire a nation



### Wales' Year of Adventure 2016 and the John Muir Award

The John Muir Trust is supporting Wales' Year of Adventure 2016 through the John Muir Award - encouraging people of all ages and backgrounds to get outside and connect with, enjoy and care for wild places, right on the doorstep or further afield.

There is much more to Wales' Year of Adventure 2016 than zip wires and white water rafting. It doesn't have to be adventure with a capital 'A' – it can be unusual or exciting, as well as daring. Adventure can start by discovering something new, whether that's walking in a local country park, exploring a rock pool, or admiring a mountain summit view.

### How can you get involved?

- Use the [John Muir Award](#) as a way to frame adventures in wild places
- Try something new - Explore a host of new and exciting activities to get involved in
- Take responsibility for wild places and make a difference as an integral part of adventures— give something back
- Share adventures – amongst friends, family and online using:  
**#FindYourEpic**                      **#WalesAdventure**                      **#JohnMuirAward**

### Adventures in National Parks and AONBs

[National Parks](#) are fantastic places for adventure. All 15 National Parks, UK-wide, are celebrating the theme of adventure for National Parks week (25<sup>th</sup>-31<sup>st</sup> July) and throughout 2016. Wales is blessed with 3 National Parks and 5 [Areas of Outstanding Natural Beauty](#), perfect playgrounds for beginning new adventures, discovering their special qualities, and creating memories. Share adventures in National Parks using **#NPAdventure**

**“Adventure is exciting, aspirational. It is good for the body and mind. We want to inspire the people of Wales to take pride, to take part.”**

Visit Wales

**“See the opportunities for adventures, not the constraints that get in the way.”**

[Alastair Humphreys](#)



### Find out more...

#### John Muir Award

For further information, visit <http://www.johnmuiraward.org> where you can:

- Watch a 10 minute introductory film
- Download an Information Handbook – for detailed guidance on delivering the Award
- Read Case Studies to see the Award in action in a wide range of settings, including schools
- Find out about John Muir at <http://www.discoverjohnmuir.com>

#### Wales' Year of Adventure 2016

For further information, visit [www.visitwales.com/adventure](http://www.visitwales.com/adventure) where you can:

- Watch Wales' Year of Adventure 2016 films to inspire your Adventures
- Explore ideas, activities, attractions and events
- Share your Experiences **#FindYourEpic #WalesAdventure #JohnMuirAward**

**‘Adventure - a challenge that will demand the best of our capabilities - physically, mentally, emotionally’** Mortlock, 1984