WHAT ARE YOU DOING TO **REDUCE YOUR COVID FOOTPRINT?**

#COVIDFOOTPRINT

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A GLOBAL CALL TO OUTDOOR & SOCIAL AMBASSADORS OF THE WORLD.

WE NEED TO START DISCUSSING COVID CHANGE LIKE WE DO THE CLIMATE CRISIS.

#SHRINKYOURBUBBLE

#PROTECTYOUR**BUBBLE**

WE LIVE IN UNPRECEDENTED TIMES.

The world around us is changing at an exponentially rapid pace. Appropriate outdoor activity today may not be appropriate tomorrow. We need to slow down in order to keep up and have faith the world will still be there tomorrow.

SHRINK YOUR BUBBLE

The storm is here and we must take shelter early and warn others to do the same. Staying home, limiting your exposure to the world and physical distancing can make the difference. #shrinkyourbubble

PROTECT YOUR BUBBLE

Use your social circles to spread viral information and ideas to connect and protect your family, friends and communities. Communicate peacefully and compassionately and trust that those close to you are making good decisions. #protectyourbubble

REDUCE YOUR FOOTPRINT

We each must actively work within our power and personal situations to reduce our COVID footprints to help the world go COVID neutral. Spread the word by asking those close to you "What are you doing to reduce your COVID Footprint?" #covidfootprint



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WE ARE EXPERIENCING A GLOBAL EVENT THAT WILL DEFINE OUR GENERATION.

What might be "normal" today may be inappropriate tomorrow and everything about the world around us is changing at an exponentially rapid pace. That disconnect makes it hard to keep up with each other emotionally or rationally and we are all dealing with new rules for outdoor activity and social interaction that are being applied differently around the globe.

BUT THERE ARE NO UNIVERSAL RULES THAT GOVERN OUTDOOR RECREATION OR SOCIAL INTERACTION AROUND THE WORLD.

There's just the social contract we have with each other that we're each make socially conscious decisions to reduce our negative footprints on the world.

How do we solve this problem? **We talk about the COVID Crisis like we do the Climate Crisis.** We need to unite against a common enemy that threatens us all. We need to talk compassionately with one another, understanding everyone is struggling and making sacrifices, in order to unite online to fight COVID-19 together.

Normally we feel at home in the mountains or outside in our natural environments and we have always fought hard to protect the places we play. But the COVID Crisis is a human crisis and threatens our homes and communities. **It's a challenge that is testing human endurance not in the mountains or at a race, but in places like hospitals and grocery stores by today's noble medical professionals and people across industries who are putting themselves at risk doing their part to save humanity.** These are the people that don't have the time, platforms or connections to help us emotionally understand the severity of what they're seeing on the front lines. That's where we need to come in.

We need to use our voices and influence in communities across the globe to help protect each other and those less fortunate than ourselves by using our social circles to connect otherwise disconnected communities and share vital information and ideas. Social media has typically been how we shared the highlights of our lives but now we must use our platforms to share our struggles and the stories of those putting in the real work of the world right now.

The storm is here, and we need to feel comfortable being inside and staying inside our homes for the foreseeable future before it's too late. We need to try to help warn others that might not yet see what we see.

Because while this may not be a race or expedition this is a global event that is bringing us together and we all need to do our part to help as many people as possible.

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