



**Get Out. Get Dirty. Get Fit.**

FOR IMMEDIATE RELEASE

**“Get Outdoors Georgia” Receives Registered Trademark Status**

*Terms and Brand Image Now Protected, Initiative Serves as a Model for Other States*

**ATLANTA**, August 17, 2009 – Georgia State Parks & Historic Sites announced approval of their application for trademark status from the U.S. Patent and Trademark Office (PTO) for its highly successful outdoor initiative, “Get Outdoors Georgia” (GO Georgia), and the accompanying logo, images and tagline. The marks were officially registered on June 30, 2009 as U.S. Registration No. 3,646,054.

GO Georgia is a unique and comprehensive effort to encourage every Georgian, especially families and children, to take part in family-friendly, nature-based, healthy outdoor recreation in the beautiful, secure surroundings of Georgia’s state parks and historic sites. The trademark approval includes the Get Outdoors Georgia name and logo; its mascot, the Get Outdoors Gopher; and the tagline of “Get Out. Get Dirty. Get Fit.”



“Launched last June, the response to Go Georgia has been overwhelmingly positive as Georgians rediscover the abundance and affordability of their state parks,” said Sally Winchester, marketing manager, Georgia State Parks & Historic Sites. “The recognition of the GO Georgia through its trademark status, is another reflection of its success and one we hope other states will model.”

Georgia State Parks & Historic Sites introduced the multi-year GO Georgia initiative in June 2008. The program is the tangible result of the state’s five-year research and planning effort, the Statewide Comprehensive Outdoor Recreation Plan. The program is supported by a full marketing campaign, includes several elements: special events and activities throughout the state park system; a unique Web site, [www.GetOutdoorsGeorgia.org](http://www.GetOutdoorsGeorgia.org); the introduction of a Library Loan ParkPass Program to make admission to state parks and historic sites accessible through every local public library; the creation of activity-specific clubs, the Canyon Climbers Club, Muddy Spokes Club, and the Paddlers Club; and the introduction of the Get Outdoors Georgia Gopher, an easily identifiable mascot.

The trademark status is the second form of national recognition for Georgia’s state park system and its programming. In 2007, the National Recreation and Park Association honored Georgia as one of the top three state park systems in the country, and Georgia is a finalist for the top prize again this year. “Every element of the park system, whether it’s park management, conservation education, event programming, camping, lodges, or even our golf courses, is designed to create an amazing and memorable outdoor experience,” said Winchester. “Our park rangers manage more than 85,000 acres of public land and one of the most ecologically diverse state park systems in the country.”

A division of the Georgia Department of Natural Resources, Georgia State Parks & Historic Sites preserves and protects the state's diverse environment and rich history. The 63 sites include 45 state parks, three state historic parks and 15 historic sites, stretching from the Blue Ridge Mountains to the Colonial Coast. Together, the parks and sites offer an exceptional variety of geography and history, including mountains, canyons, forests, fields, marshes, waterfalls, lakes, swamps, rivers, battlefields, historic homes and Native American settlements.

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#### **Editor's Notes**

#### **Registered Mark Details:**

The following marks were given trademark status by PTO, as follows:

- 'Get Out. Get Dirty. Get Fit.' tagline 3,567,435 January 27, 2009
- Get Outdoors Georgia 3,646,049, June 30, 2009
- Complete Get Outdoors Georgia, tagline and design (gopher illustration) 3,646,054 June 30, 2009

#### **Key Web Addresses:**

[www.GeorgiaStateParks.org](http://www.GeorgiaStateParks.org)

[www.GetOutdoorsGeorgia.org](http://www.GetOutdoorsGeorgia.org)

#### **Images Available:**

High-resolution logos of Get Outdoors Georgia and the GO Georgia Mascot are available for download at [www.GetOutdoorsGeorgia.org](http://www.GetOutdoorsGeorgia.org) or by request.

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