

GTG Outdoors Client Media Kit
Madeleine Barton

Summer Camp Flier

ADVENTURE DAY-CAMP

8:00 A.M. - 5:00 P.M. M-F

3RD - 8TH GRADE

SESSIONS

**EXPLORE
WACO**

JUNE 10-14

JUNE 17-21

JULY 1-5

**STATE
PARKS**

JUNE 24-28

*** PARENTS WELCOME!**

**TEXAS
WATERWAYS**

JULY 8-12

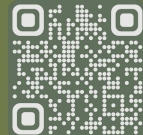
JULY 15-19

SUMMER 2024



(512)-222-3281

JOINUS@GTGOUTDOORS.ORG

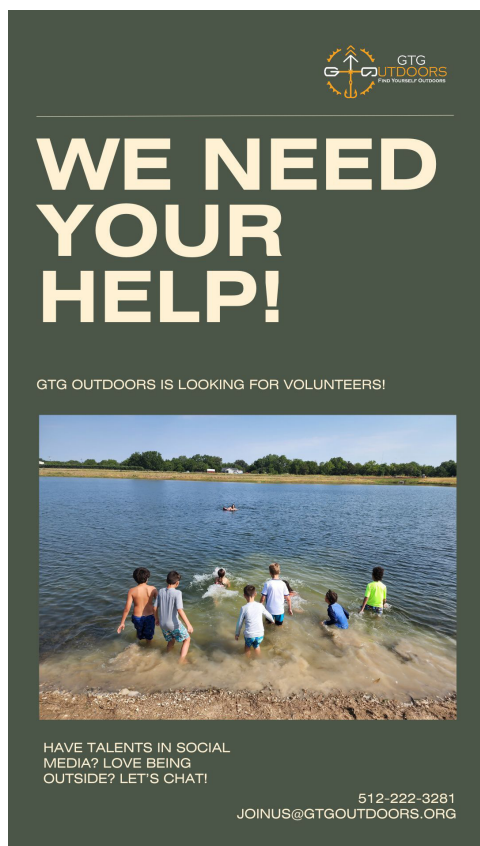


GTG Outdoor Social Media Pitch -- Volunteers



Caption:

We could always use some extra hands. And you could always use something for your resume. It's a match made in heaven! DM us to see how you can get involved.



Story Post:

Easy for sharing, easy to repost. It can also be featured in the highlights of Instagram.

GTG's social media is certainly lacking. I would attribute that to the founder being the operator of the entire non-profit — meaning he has too many things on his plate. Getting in contact with a Baylor student to volunteer for social media, web design and marketing would be beneficial. Although their following on Instagram is low, I believe it would be the ideal media source to reach the desired volunteers. Young college students who are willing to be giving of their time is the desired audience for this particular social media campaign.

FOR IMMEDIATE RELEASE



Gabriel GarMelo
Co-Founder
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GTG Outdoors: Find Adventure and Find Yourself

WACO, TEXAS, May 1, 2024 -- Gabriel GarMelo, a founder of GTG Outdoors, knows how valuable time outside can be. His non-profit aims to provide unforgettable experiences to anyone looking for new adventures. Not only will participants find solace in nature, but GarMelo's non-profit hopes that participants find themselves in the process.

From after-school programs and day-camps to backpacking trips in national parks, GTG Outdoors delivers opportunities for new adventures. Participants can explore with reassurance knowing they have a professional joining them on their explorations. Each guide is certified in a number of outdoor adventure trainings.

GTG Outdoors has worked with people of all ages, but GarMelo finds his most rewarding experiences are with kids.

"It's a lot for kids to be away from their parents," GarMelo says. "It's the moments where they still have fun even when they're scared at first. Showing trust and vulnerability is really cool, and I'm always there to build relationship by giving trust and emotional support."

GarMelo works with around five to ten families interested in learning about the outdoors, but a lot of his outreach is through after-school programs with upward of 50-70 kids. GarMelo hopes each child has their own unforgettable experience.

"If we teach how to use a compass, I try to get a compass in every kid's hand," GarMelo says. "If we do a knot-tying lesson, every kid gets to take home a rope."

Because GarMelo knows his non-profit is truly about relationship-building, he wants to give families the opportunity to find themselves together. He plans to give six families free bi-weekly one-on-one events in which they will learn survival skills and go on outdoor trips together.

GTG Outdoors is now accepting applications for these free events, titled "Families Run the Fire." Families interested can visit gtgoutdoors.org to learn more.

About Us:

GTG Outdoors is a non-profit focused on educating about the outdoors and giving participants experiences of a lifetime, making sure every piece of equipment is provided. Everyone is always welcome to adventure together. To learn more about what we do, visit gtgoutdoors.org or email us at joinus@gtgoutdoors.org.



*Summer-campers of GTG Outdoors get excited to see the view on a hike.
Photo by Gabriel GarMelo.*

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Video For Socials / Newsletter (Link)

<https://drive.google.com/file/d/1jx4kBdNKqzPt2uHxEUr7hzZhtCi2tIV4/view?usp=sharing>



Caption: Did you know GTG Outdoors works with around 50 to 70 families? People of all ages can explore with confidence with us. We offer everything: day-camps, backpacking trips, after-school programs, camping trips and survival lessons.