

## NEWS RELEASE

FOR IMMEDIATE RELEASE

April 17, 2025

### **wildHERness Continues Annual GO WYLD Women's Weekends: A Bold Invitation to Go Outdoors Where You Lead Discovery**

**Olathe, KS – [April 17, 2025]** – wildHERness, the most dynamic women's outdoor organization in the Kansas City metro area, is proud to announce the return of its empowering outdoor immersion experience for women: **GO WYLD**. These all-inclusive weekend retreats, hosted in **Missouri and Oklahoma**, are designed to build confidence, foster sisterhood, and reconnect women with wild places, wild skills, and their wild selves.



GO WYLD is more than just a weekend getaway. It's a hands-on, soul-filling experience led (mostly) by women, for women. Participants choose their own weekend adventure from a wide array of activities including firearm safety, archery, hunting and fishing basics, wild game processing, self-reliance skills, outdoor crafting, and more. Whether you're a seasoned outdoorswoman or a total beginner, GO WYLD meets you where you are—and helps you go even further.

"We created GO WYLD to strip away intimidation and bring women into the outdoors in a way that feels supportive, inclusive, and empowering," said Jess Rice, President and Founder of wildHERness. "There's no judgment here—just a group of women getting stronger, together."

Each event includes lodging, meals, instruction, gear, and connection to a community of diverse women passionate about nature and the outdoors. With immersive instruction and mentorship, participants leave with real-world skills and lasting friendships.

#### **Upcoming 2025 GO WYLD Events:**

- **Missouri:** June 20-22, 2025 | Camp Bobwhite at Knob Noster State Park
- **Oklahoma:** October 10-12, 2025 | Camp Waypoint near Tulsa, OK

wildHERness is a 501(c)(3) nonprofit organization committed to creating welcoming, skills-based experiences for women and youth in the outdoors. Through GO WYLD and other programs, they are redefining what it means to belong in outdoor spaces.

**Ready to GO WYLD?** Registration is open now at [www.wildherness.org/go-wyld](http://www.wildherness.org/go-wyld)

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