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**GENERATION WILD AND CHILDREN'S HOSPITAL COLORADO
BRING BACK "SAY HI WITH A SNOWMAN" FOR FOURTH YEAR**

*Campaign Returns to Get Families Outside and Brighten a Patient's Day
by Bringing a Snowman to Life*

(Denver, Colo.) - January 10, 2024 - [Generation Wild](#), a movement from Great Outdoors Colorado (GOCO) that seeks to reconnect kids with nature, has launched its **"Say Hi with a Snowman"** initiative, in partnership with Children's Hospital Colorado (Children's Colorado), for the fourth year in a row. Due to an overwhelming response from community volunteers in 2023, the campaign will begin earlier this year and run through February 14, with the possibility of continuing beyond this date depending on weather and interest. The project pairs patients with volunteers in the community to bring snowman drawings to life. Families can follow the fun through social media, using the hashtag **#SayHiWithASnowman**.

"We are thrilled to bring back 'Say Hi with a Snowman' because of its large success in generating positivity within the Generation Wild community, and in getting families and groups across Colorado playing in the outdoors," said GOCO Executive Director Jackie Miller. "With requests already coming in from new and previous volunteers eager to make snowmen, we hope that this will be our biggest year yet!"

The 2024 campaign opens today for families and groups who want to volunteer to build a snowman. The Children's Colorado team of [Child Life Specialists](#) will provide kids the opportunity to draw their "dream snowmen" alongside their favorite colors and outdoor snow activities. Volunteers across the state are then asked to bring these patients' creations to life. Families interested in building snowmen can [sign up](#) and will be paired with a patient and their snowman. As the snowmen are built, the Children's Colorado team shares pictures and videos received from volunteers directly with the patients.

"Our goal at Generation Wild is to get Colorado kids and families outdoors more often," said Miller. "This fun campaign not only encourages outdoor play for the whole family but sets the example that an act of kindness can go a long way."



The initiative launched in 2021 with a request for volunteers to build snowmen for patients in the hospital who were unable to get outside and play in the snow. Since then, a total of 421 groups of volunteers have created 235 real-life snowmen for 85 patients in the hospital. Each child received images of real-life snowmen based on a drawing of their perfect snowman, along with anecdotes and letters of encouragement from the volunteers.

“Say Hi with a Snowman’ allows kids in the hospital a chance to engage in creative play and just be a kid during times that can be tough for them and their families,” said Carla Barrentine, director of Integrative and Creative Care at Children’s Colorado. “We are so excited this campaign is returning for another year of fun partnering with Generation Wild to help bring joy and connection from outside the hospital.”

The “Say Hi with a Snowman” program is one more way Generation Wild connects children and families with nature and enables them to experience the proven physical, mental and emotional health benefits that come from spending time outside. It’s also a positivity boost for hospital staff.

Generation Wild was created by GOCO to reconnect kids with nature by increasing the amount of time they spend outside. The program is an integrated, statewide effort supported by a statewide network of non-profit, public and private partner organizations. In 12 Colorado communities, diverse, locally based Generation Wild coalitions are creating equitable access to the outdoors with new places to play, outdoor programs, and pathways to leadership opportunities and jobs in the outdoors.

SOCIAL TAGS:

@GenerationWild (Facebook + Instagram)
@childrenshospitalcolorado (Facebook)
@childrenscolorado (Instagram)
#SayHiWithASnowman + #SHWAS

PR Images: <https://app.box.com/s/xnb3lm6pz4fs379eo1meswo5t9d2ckz9>

ABOUT GREAT OUTDOORS COLORADO

Great Outdoors Colorado (GOCO) invests a portion of Colorado Lottery proceeds to help preserve and enhance the state’s parks, trails, wildlife, rivers, and open spaces. GOCO’s independent board awards competitive grants to local governments and land trusts and makes investments through Colorado Parks and Wildlife. Created when voters approved a Constitutional Amendment in 1992, GOCO has since funded more than 5,700 projects in



urban and rural areas in all 64 counties without any tax dollar support. Visit GOCO.org for more information.

ABOUT CHILDREN'S HOSPITAL COLORADO

Children's Hospital Colorado is one of the nation's leading and most expansive nonprofit pediatric healthcare systems with a mission to improve the health of children through patient care, education, research and advocacy. Founded in 1908 and ranked among the best children's hospitals in the nation as recognized by U.S. News & World Report, Children's Colorado has established itself as a pioneer in the discovery of innovative and groundbreaking treatments that are shaping the future of pediatric healthcare worldwide. Children's Colorado offers a full spectrum of family-centered care at its urgent, emergency and specialty care locations throughout Colorado, including an academic medical center on the Anschutz Medical Campus in Aurora, hospitals in Colorado Springs, Highlands Ranch and Broomfield, and outreach clinics across the region. For more information, visit www.childrenscolorado.org or connect with us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

Children's Hospital Colorado complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

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