



State of Utah

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Environmental Quality

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## NEWS RELEASE

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# Utah Joins ‘Get Out West!’ Push

Salt Lake City, Utah – Utah is among the 19 Western states participating in the Western Governors Association (WGA) “Get Out West!” campaign that promotes outdoor recreation and tourism in rural communities.

"Tourism and outdoor recreation are major players in the economies of nearly all of the 19 western states," said Gov. Gary Herbert, vice chairman of WGA, "‘Get Out West’ will provide tools and promote policies which will benefit Utah as we continue to nurture and develop our outdoor recreation and tourism industries."

Governor Herbert appointed Amanda Smith, executive director of the Utah Department of Environmental Quality to an advisory group which is meeting in Seattle today, Oct. 6, to discuss policy barriers and actions to be taken to strengthen the rural West economy through tourism and outdoor recreation. In addition to generating jobs and helping local economies, the Get Out West! Initiative will also draw attention to the importance of effective conservation strategies so these assets are available for future generations.

"I am excited to work with my Western colleagues on ways we can promote tourism and outdoor recreation in the West," Smith said. "Utah is an outdoor Mecca enjoyed by millions of visitors each year. We can play an important role in boosting businesses and jobs by highlighting Utah’s spectacular landscape."

The goals of the initiative are to:

- Strengthen the rural West by highlighting the importance of the recreational and tourism sectors of the Western economy;
- Improve public health by connecting kids and families to outdoor recreation and education opportunities; and
- Improve public policies that facilitate tourism, recreation and conservation.

Among the potential strategies that will be explored is to identify opportunities for partnering with the federal government and the private sector on this initiative.

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Governor Herbert joined Washington Gov. Christine Gregoire, the newly elected chair of WGA, in launching the “Get Out West!” at WGA’s annual meeting in June.

For more information about the “Get Out West!” initiative visit: [www.westgov.org](http://www.westgov.org).

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