



Phones Down, Adventure Up!

PA Launches \$69 Pass to Get Kids Outdoors and Highlight Screen-Free Week

Date: May 5, 2026, 11:30 AM

Location: Harrisburg State Capitol Rotunda Steps

Screen-Free Week, May 4–10, 2026

ABOUT THE LAUNCH

The Pennsylvania Outdoor Recreation Association (PORA) marked National Screen-Free Week with a Harrisburg State Capitol press conference to unveil its PA Outdoor Adventure Pass, a \$69 annual membership that gives all 4th and 5th graders access to outdoor adventures statewide. The event drew bipartisan legislative support, medical voices from UPMC, Pennsylvania's Director of Outdoor Recreation, and two young Pennsylvanians who shared their own adventure stories firsthand.

Dr. Michael Spangler, VP Medical Affairs, UPMC Central Region / UPMC Memorial, presents the medical case for getting children outside. "Outdoor time is not a luxury, it's an intervention."



5+
HOURS

average daily
screen time for
kids ages 8–12

\$69

full-year
Adventure Pass
per child

4th - 5th
GRADE

students eligible
to participate

#8

Pennsylvania's
national rank for
outdoor industry
size

KEY VOICES FROM THE EVENT

"Screen-Free Week isn't just about turning off devices; it's about giving kids something better. This pass helps families replace screen time with real-world experiences that build confidence, curiosity, and connection."

– Lutricia Eberly, Executive Director, PORA

"The data on children and screen time is deeply concerning from a medical standpoint. Children ages 8–12 are spending more than five hours a day on entertainment screens, and we see the consequences in our practices—increased rates of anxiety, depression, sleep disruption, attention difficulties, and obesity."

– Dr. Michael Spangler, VP Medical Affairs,
UPMC Central Region/UPMC Memorial

It's not just about the individual experience of one child, but the more we draw connections to nature, the more we draw connections to the world around us, the more we draw connections to each other."

– Rep. Nathan Davidson (HD-103), Member,
Game & Fisheries Committee

"Time spent in nature is more than just having fun; it helps each of us live healthier, more connected lives, and it helps our communities and economy grow and prosper. The PORA PA Outdoor Adventure Pass will help inspire our next generation of outdoor enthusiasts and conservationists."

– Nathan Reigner, Director, Pennsylvania Office of Outdoor Recreation



ADVENTURE PROVIDER SPOTLIGHT

Featured in CBS 21 on-site coverage
(May 5, 2026 · 12:05 PM):

"We provide high ropes, climbing tower, and interactive experiences with our wildlife center through the PA Outdoor Adventure Pass. There is a deep level of experiential learning that happens through that. And it's mentally, physically, and just emotionally good for each individual."

– Phil True, Fun Scheduler, Refreshing Mountain Retreat and Adventure Center

"Stop going on your iPad, and get outside. It's so much better, and it's better for your brain."

– Quillam Landrum, Passholder, Age 11

"The Pennsylvania Outdoor Adventure Pass is for 4th and 5th graders, and it includes options to get outdoors across the Commonwealth. We have over 50 options on the Pass and so when a parent buys the Pass for their child, that child gets discounted or free activities across the Commonwealth."

– Lutricia Eberly, Executive Director, PORA

"The PA Outdoor Adventure Pass opens the gates to the great outdoors and lets kids choose their medicine. A medicine that heals body and mind, it's a natural remedy to an unnatural epidemic."

– Brian Taig, Reporter, Fox 43 News



“We’re prescribing the PA Outdoor Adventure Pass as the solution for getting kids outdoors.”

– Lutricia Eberly, Executive Director, PORA

HOW THE PASS WORKS:

- \$69 per child for a full year (September 1 – August 31)
- All 4th and 5th grade students are eligible
- Activities include skiing, snowboarding, caves, climbing, water sports, farms, nature centers, zoos, adventure parks, mini-golf, and more
- New adventure providers all across Pennsylvania are automatically included with your pass
- No app needed — just use your name

PRESS CONFERENCE SPEAKERS:

Lutricia Eberly – Executive Director, Pennsylvania Outdoor Recreation Association

Dr. Michael Spangler – VP Medical Affairs, UPMC Central Region / UPMC Memorial

Rep. Mary Jo Daley (HD-148) – Chair, Tourism, Recreation & Economic Development Committee

Rep. Ryan Warner (HD-52) – Chair, Tourism, Recreation & Economic Development Committee

Rep. Mandy Steele (HD-33) – Member, Tourism, Recreation & Economic Development; Sponsor, H.B. 1814 (classroom cell phone ban)

Rep. Scott Barger (HD-80) – Member, Tourism, Recreation & Economic Development Committee

Rep. Nathan Davidson (HD-103) – Member, Game & Fisheries Committee

Nathan Reigner – Director, Pennsylvania Office of Outdoor Recreation

Two 4th & 5th Grade PA Students – Sharing their outdoor adventures in their own words

THE ECONOMIC CASE FOR GETTING OUTDOORS

\$20.4 billion
total economic contribution

177,000
jobs sustained statewide

\$6.2 billion
tourism-related spending

\$1.2 billion
lodging revenue generated

#8
PA is 8th nationwide in outdoor industry size and employment

MAKING HEADLINES

18
total media mentions

14,213,287
total audience reached

Comprehensive coverage
across TV, Radio, Online News, and Social Media

Connect with Us

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