

CELEBRATING

10  
YEARS

Of connecting  
families to **NATURE**

## *Exciting News at Hike it Baby!*

Our Hike it Baby community and organization have grown so much since we started 10 years ago—from a grassroots meet-up group into a fully-fledged national nonprofit with comprehensive programming and clearly defined, actionable ways to realize our mission.

Later this Spring, **we will begin a campaign to share our new umbrella branding: "OutGrown."** Think of Hike it Baby as the seed that planted a tree and became the root program for our organization. The boughs of our tree are other programs such as Bring it Outside and Turn the Blues Green—which together with Hike it Baby are covered by the OutGrown canopy.

What's this mean? OutGrown will now be the greater brand we go by and it will have three program pillars: Hike it Baby (community-led events), Bring it Outside (helping families build a habit of getting outside, despite challenges), and Turn the Blues Green (supporting new parents in going outside as soon as their baby is born).

The decision to create this branding was based on conversations about who we are, what we do, and whom we wish to serve. Our continued growth has expanded what our mission and our vision for our organization can be. And much as a tree's branches push out beyond where they started, the past two years have ushered in new programs that allow us to reach, serve, and connect to more families than ever before. To celebrate the organization we are now, and to better encompass the work we do as a nonprofit, we are welcoming the next phase of our growth, while honoring the roots that grew us to where we are today.

We can't wait to have you grow with us!

Have questions? Send them to: [Info@hikeitbaby.com](mailto:Info@hikeitbaby.com)



### *New growth & deepening roots*

**Hike it Baby is our roots, Bring it Outside and Turn the Blues Green are our boughs, and the canopy over it all is OutGrown. We are a 501c3 nonprofit organization that empowers families with young children to step outside and enjoy the physical and mental benefits of growing up in nature.**

  
**OutGrown**  
Childhood is an adventure. **Bring it outside.**

We believe that inviting families to play outside together is a powerful way to build community and foster a life-long love of nature.