



Friends of Big Bear Valley
June 10, 2024

FOR IMMEDIATE RELEASE

BIG BEAR VALLEY ECOTOURISM COALITION TO HOST FREE OUTDOOR ADVENTURE WEEKEND FOR THE PUBLIC

BIG BEAR VALLEY, CA, JUN 22-23. The Big Bear Valley Ecotourism Coalition, an ongoing project of Friends of Big Bear Valley (FOBBV), will host their annual Outdoor Adventure Days on Saturday and Sunday, June 22-23 in Big Bear Lake, CA, home of the world-famous Bald Eagle pair Jackie and Shadow. As an educational environmental nonprofit, FOBBV utilizes the event to promote better synchronicity between the unique natural mountain forest environment and the local business community in ways that allow both to thrive. It also serves to bring together members of the online bald eagle fan community.

The nonprofit organization relies on support from the local community through grants, discounts, sponsorships and volunteering, but this event is funded and organized by FOBBV so that it can be 100% FREE for the public and the entire family can learn about and experience a variety of beautiful outdoor adventures.

“The point of ecotourism is to support our local businesses and residents through education about and enjoyment of our beautiful National Forest surroundings,” said Sandy Steers, Executive Director. “We want both tourists and locals to experience and appreciate Big Bear Valley’s great outdoors. From birding boat tours and wildflower walks to crafts for kids, kayaking, hiking and vendor information booths, there is definitely something for everyone.”

We have added biking and TourZilla jeep tours this year. And the event center is back in Big Bear Village at Christmas tree corner, Pine Knot and Village Drive.

Back by popular demand is the kayaking, Paddle Boat tours on the Big Bear Queen, wildflower walks, birding boat tours and eagle nest views. And, of course, the Jackie and Shadow fan party will return,

complete with a Native American eagle dance on Saturday from 2 PM - 3 PM. The participating businesses and groups with booths are all ecofriendly.

All tickets for the outdoor adventures are given on a first come, first serve basis. Registration for these activities will begin on Saturday 8:30 AM. The registration, vendor booths and outdoor activities will run through 4 PM. Most outdoor activities will continue on Sunday from 9 AM – 3 PM. You can visit <https://www.friendsofbigbearvalley.org/2024-outdoor-adventure-days/> or email BBVecotourism@gmail.com for more information about the event.

Friends of Big Bear Valley is a non-profit 501(c)(3) organization dedicated to protecting and preserving Big Bear Lake, the seventh most biologically diverse place in the country, through environmental education. A group of volunteers and staff manage the live feed of a 24/7 ad free bald eagle nest cam and its large online fan community. For more information about FOBBV and our mission please visit <https://www.friendsofbigbearvalley.org/>.

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