

Outdoor Voices

Final Portfolio
Elizabeth Chester

News Release

Outdoor Voices Improve Their Commitment to Social Action through Campaign “Elevating Voices”

AUSTIN, Texas, October 26th, 2020 Outdoor Voices announced plans to enhance their “Virtual Recess” events by collaborating with public activists and figures. Internet users worldwide will have the ability to attend these free events. Participants will hear from influential individuals, then workout with them in a virtual exercise class. The campaign is titled “Elevating Voices” in an effort to share the brand’s platform with people doing important work in the community. These efforts made by Outdoor Voices are fortifying their mission to “get the world moving” while also addressing important social works.

Ashley Merrill, chairwoman of the board, commented on the new campaign, stating, “Outdoor Voices is not just a brand, it’s a community. We’ve found it is our responsibility to address the things happening in our world while staying authentic to our brand identity. We want to be a platform for community gathering and discussion while balancing that with our belief in the positive power of physical movement. That’s where the idea for ‘Elevating voices’ was born, and we can only hope it will grow from here.”

Ilana Glazer, comedian and social activist, commented on her involvement in hosting one of the first virtual events: “I am so excited to be included in one of the ‘Elevating Voices’ classes. Anyone who knows my work, knows that I had to stop hosting my voter registration dancing events due to covid. I’m excited to reenergize that mission with the OV team and dance my heart out with people all over the world!”

When COVID hit the United States, Outdoor Voices responded to the issue of no gym access by creating a “Virtual Recess.” The brand quietly rolled out a free daily workout from different companies, such as Shadowboxing, to make working out from home more accessible. Now the company is taking it a step further by blending these workout events with 15-20-minute discussions with public figures and activists. Following the discussions, the guest will join in the live streamed workout class. Post workout, class participants will have access to useful resources related to said guest’s cause. The “Elevating Voices” campaign is designed to add greater value to the “Virtual Recess” experience. The company has promised to run these crossover events as frequently as several times a week. The goal of the campaign is to bring the Outdoor Voices community together through meaningful conversations while also providing better access to online workouts. The brand is hoping that this “Elevating Voices” campaign will stretch beyond the events platform. There has been talk of an apparel line with proceeds being donated to certain causes, new spokes people and collaborations with other brands with similar missions.

Outdoor Voices is an active wear brand with a goal to get people globally to move for fun. This campaign is a manifestation of their mission to associate moving bodies and doing good for oneself and the community.

Social Content

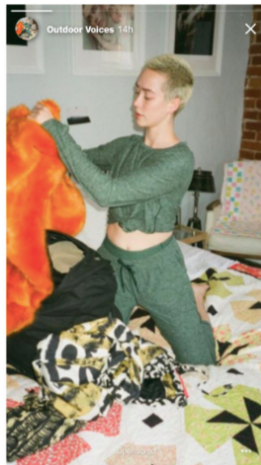
Instagram – Story

1. **Caption:** We've been up to something



Instagram – Story

2. **Caption:** We're changing it up.



3. **Caption:** Because we're all about doing NEW things



4. See how we're #elevatingvoices @ our Virtual Recess this Monday at 5:00 pm ET



Instagram – Post

Caption:

#Virtualrecess is getting an upgrade and we're jumping for joy. Join us weekly as we combine #DoingThings and meaningful discussions with our favorite doers in the community. We couldn't be more excited to speak, and sweat with, change makers to elevate the important work they are doing. Join us for our first event this Monday!
#elevatingvoices



Fact Sheet



presents

ELEVATING Voices

Outdoor Voices is upgrading its virtual recess in a major way. Our mission is to build a “community of vibrant and varied Recreationalists who believe in the power of Doing Things.” That’s why we’ve started the Elevating Voices campaign to be a liaison for our community to connect with the change makers among us.



One of our core values is people. They are the center of everything we do and believe. “We support equality and human rights for everyone.” **Elevating Voices** is just another manifestation of our core value of people driving who we are.



Across our social media outlets we reach over 600,000 recreationalists. Now is our opportunity to help others expand their mission through meaningful conversation and a little physical fun with our community.



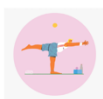
We’ll be talking voting, Black Lives Matter, LGBTQ+, Climate Change, mental + physical health, and so many more topics in our virtual zoom classroom with pretty spectacular guests such as Ilana Glazer, Lizzo, & more.



Yoga, pilates, shadowboxing, and more! we have the weeks virtual workouts all set and have guest participants enhance the experience.



Check out our website for dates, times, and guests at our weekly events!



Learn more about our latest moves on our website and our social media outlets!

<https://www.outdoorvoices.com>



Pitch Letters**Refinery29**

Subject Line: My Glutes Aren't The Only Thing on Fire With This New Virtual Routine

Hey Sade,

With gyms closing and covid numbers rising, the need for exciting virtual exercise classes has become essential. I used to love seeing familiar faces at my local yoga studio and having my favorite instructor check in with how my week was going. Refinery29's Clean Slate newsletter has been generating motivating content to help subscriber's commitment to daily movement. I have loved the resources for free exercise apps that the newsletter released and think Outdoor Voices may just have something to add to it.

I wanted to bring your attention to our #ElevatingVoices campaign. With everything going on in our world right now Outdoor Voices has seen it as our duty to not only provide free exercise events to our following at home, but to also share our platform with activists and community change makers to draw attention to their causes. We're pairing the community aspects of workout classes with meaningful discussions about social issues. Let me know if you have a chance to talk about collaborating for our #ElevatingVoices Campaign.

Talk to you soon,

Lizzy Chester

(111) 111-1111

New York Times

Subject line: Outdoor Voices is Taking a Wrecking Ball to the "I Don't Have the Time" Excuse

Hey Choire,

Time has been a balancing act for people even before covid. These days a universal struggle has been finding a balance between wellness and social engagement on present societal issues. Outdoor Voices has recognized this and want to help addressing it head on. We are super excited to announce the launch of our #ElevatingVoices Campaign. The campaign will include weekly virtual events where we will have a guest activist or social figure hop on for a 15-20-minute discussions about their cause followed by a virtual work out class that they take part in. After the event we'll share follow up information about the guest's cause to our class participants.

Based on New York Times Health content and previous coverage of Outdoor Voices I think the reader base would have an interest in our new campaign. At Outdoor Voices we are all about "getting the world moving" and that stretches beyond physical activity. I would welcome the chance to talk more with you about the campaign and how New York Times lifestyle readers will benefit from our solution of finding more time!

Let's connect soon!

Lizzy Chester (111) 111-1111

