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FOR IMMEDIATE RELEASE

Camp Like a Pro in California's Eastern Sierra

Local Partners Couple Education Campaign with Free Mobile Camping App

MONO COUNTY, Calif. (JULY 21, 2021) — The Eastern Sierra Dispersed Camping Collaboration (ESDCC) is excited to announce the launch of its integrated communications campaign, *Camp Like a Pro!* The campaign provides information related to the education, stewardship, enforcement, mapping, and infrastructure around camping in Inyo and Mono Counties, and employs multiple channels for sharing this important information in the region.

In addition to rack cards, stickers, flyers, posters, and a website with an interactive map (<https://www.essrp.org/camping>), the effort also includes the launch of the **Eastern Sierra Camping** mobile app, now ready for use directly in the wild and available for both Android and iPhone users. The app allows users to download the map from the *Camp Like a Pro* website that shows where dispersed camping is allowed in areas you are visiting – and where it is not. Once downloaded, the map can be used with or without an internet connection so you can wander wisely.

All of the information is rooted in the Leave No Trace principles in an effort to educate new campers – and to remind seasoned campers – how to enjoy their camping experience without negatively impacting the environment and the communities in the region. All campers are urged to employ these “Camp Like a Pro” principles to protect our Eastern Sierra public lands from fires, trash, and trampling. In addition, public lands users are encouraged to enjoy the beautiful Eastern Sierra from an established campground – there are more than 160 in Mono and Inyo Counties, and reservations can be made at www.recreation.gov or www.reserveamerica.com.

Following a dramatic increase in dispersed camping during the summer of 2020, the ESDCC was formed as a group of agencies, organizations, and individuals working together to address growing community concern regarding the impacts of recreation in the Eastern Sierra. Mono County Supervisor Bob Gardner helped to spearhead the multi-agency “coalition of the willing.”

“The ESDCC began with a survey to identify the main problems with dispersed camping – wildfire threat, human waste, trash, community disturbance, damage to wildlife habitat, impacts to cultural resources, and a lack of agency resources,” said Supervisor Gardner. “Camping should be a wonderful, positive, and safe experience. We wanted to do something proactive to help mitigate these negative impacts in the Eastern Sierra.”

The group used the information gathered in the survey to determine where to focus their efforts, ultimately developing and launching the *Camp Like a Pro* educational campaign.

To download the free “Eastern Sierra Camping” mapping app, go to Google Play or Apple Store on your smart phone. For all information regarding how to *Camp Like A Pro*, please visit <https://www.essrp.org/camping>.

About Mono County:

Located approximately 315 miles north of Los Angeles, and 280 miles east of San Francisco, Mono County accesses the east entrance to Yosemite National Park and welcomes visitors year-round. The vast playground of the Eastern Sierra is an easily reached destination via the all-weather US Highway 395, a State-Designated Scenic Byway which traverses Mono County from north to south, offering motorists tremendous vistas right from the steering wheel and countless side-roads, hiking trails, lakes, and roadside villages to explore. Regularly scheduled commercial flights to nearby Bishop Airport (KBH) from major west coast cities are projected to begin in December 2021. For more information or to request guides, visit MonoCounty.org or call 800-845-7922.

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