

Candice Price

Candice Price is an accomplished business owner and visionary, with a unique approach to conservation stewardship, outreach, and engagement. Candice Price is CEO and Co-Founder of Urban American Outdoors (UAOTV), a digital media production company, which she co-created twenty years ago. Urban American Outdoors is America's first cross-cultural outdoor adventure reality television show for youth, families, urban, suburban, and rural communities across the nation. Their goal was to show positive images of diverse people in nature and to create opportunities for people of all walks of life to enjoy the outdoors. The show features everyday individuals enjoying the natural environment through hunting, fishing, hiking, camping, archery and cooking in the backcountry. The show's content highlights outdoor safety, recreation, and conservation stewardship. Millions of America's youth, veterans, and families have watched the show, and many viewers are inspired to recreate outdoors and to discover the bounty of our nation's interior. Urban American Outdoors is also collaborating with federal land management agencies and officials to achieve their goals along with retailers to help develop new markets.

Urban American Outdoors (UAOTV) is the nation's leader in creating custom conservation outreach packages including documentaries and other TV series. She also speaks and advocates on conservation issues. Their unique works have earned UAOTV four EMMY award nominations—a masterful tribute to UAOTV's pioneering accomplishments in the television industry. Urban American Outdoors' success is recognized with over seventy broadcast and cable awards, along with governmental proclamations and resolutions from federal and local government agencies.

Candice is considered a valued partner to the USDA. Forest Service where she helps the agency promote conservation on public lands. Candice has produced a television show series for the USDA. Forest Service which was filmed in Missoula, Montana and Idaho. They wanted to share with the public what the USDA. Forest Service is.

In addition, UAOTV did a TV program with the US Fish and Wildlife Service featuring the importance of the agency, their goals, and career opportunities.

In August 2011, Candice was appointed by former Secretary Tom Vilsack of the USDA to a Federal Advisory Committee (FACA) as Representative for Youth, Diversity Outreach and underserved communities for the US Forest Service 2012 Planning Rule. She and a committee of 20 had advised and handed over their recommendation to the US Forest Service on which they had worked diligently for 4 years. The committee was reappointed back to work on an additional recommendation for the implementation of the rule which recently sunsetted in 2018. This was the first time the US Forest Service had a representative for youth and nontraditional stakeholders for their national land management planning rule. While on this committee Candice also helped develop the National Citizen Guide as a resource for communities to learn about the new planning rule. There were also recommendations for recreation and usage on the 193 million acres of Forest Lands

In recent years, Candice has expanded Urban American Outdoors' conservation outreach efforts by creating an annual Urban Outdoor Summit. The two-day event is designed to bring together young adults, journeymen level professionals, outdoor advocates, and stewards that live and work in urban cityscapes living the urban lifestyle. The Urban Outdoor Summit is designed to promote an outdoor lifestyle, and environmental stewardship. The summit also features outdoor industry specialists, executives, federal and state agencies, NGOs, and nonprofits describing industry trends, and leading discussions on outdoor recreation in the context of urban participation, new outdoor technology, and innovative outdoor gear. Finally, the Urban Outdoor Summit is a networking tool that connects attendees to natural places, conservation stewardship, career and internship opportunities.

For the past 15 years, Urban American Outdoors has created and hosted its Urban Kids Fishing Derby, the nation's only urban touring amateur fishing competition. It is an outreach and conservation education program that transports an outdoors recreational activity—fishing—to waterbodies in popular urban parks within major cities across the United States. In cities like Los Angeles, the free Urban Kids Fishing Derby attracts hundreds of children and families from many diverse communities. The program's success has attracted city leaders from smaller cities

like, Ferguson, Missouri; Portland, Oregon; and El Paso, Texas wanting to host a fishing event by Urban American Outdoors. Through Urban Kids Fishing Derbies, Candice has created a conservation education and public information platform where participants receive conservation and outdoor recreation information packets promoting the importance of purchasing state fishing licenses, how to obtain the required license, and how the reasonable fee helps their state conserve our nation's natural resources.

One of the most unique derbies takes place at the Constitution Gardens pond on the National Mall in Washington D.C. The heads of federal land management agencies attend the fishing derby each year, and this aquatic event is becoming a shared interagency event.