

These key factors limit why many women do not get to experience the outdoors;

- In November 2009, there were 13.7 million single parents in the United States.
- 84% are single mothers
- 60% of the single mothers work full time year round
- Those parents are responsible for raising 21.8 million children (26% children under age 21 in U.S.)
- Most single parent children live in metropolitan areas and
- 6 out of 10 of them are in cities with the population of 1 million or more.

Women have a tremendous economic impact in United States.

- According the Center for Women's Business Research, women-owned firms produce the employment for more than 23 million people in the United States
- Their economic impact of nearly \$3 trillion.
- If women-owned businesses were their own country, they would have the 5th largest GDP in the world.
- Over 60% of the private wealth of the United States controlled by women
- 90% of women are the primary shopper of the home, the impact of women on the home and economy are not a statistics to be overlooked.

OWU is designed to not only teach women, but also include their families in the experiences, so that future generations are exposed to the outdoors and importance of conservation, tradition, and the heritage it represents.

OWU membership covers over half of the US.

OWU has been featured on Shooting USA, Buckmasters, Hunter Specialties TV, Cast and Blast, Venture Outdoors, International Hunter Education Magazine, Alabama Conservation Enforcement Officer's Magazine, Alabama Wildlife Federation, and more.

OWU chartered Crew 380 under the Boy Scouts of America and started a program for girls 9-14, Lil Bits, both programs were created in 2009.

OWU was created by a mother and daughter in 2005, in order to create an educational program for women and girls throughout the United States.

OWU offers a No Limits Challenge to educate their members to become engaged outdoor enthusiast.

**For More Information: www.outdoorwomenunlimited.org
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