



## PRESS RELEASE

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### **UNDER CANVAS ANNOUNCES THE RETURN OF GIVEBACK CAMPAIGN *PAY WHAT YOU CAN***

*Leading Upscale, Outdoor Hospitality Brand to Subsidize At Least 100 Stays to  
Essential Frontline Workers*

BOZEMAN, Mont. (June 8, 2021) – Today, Under Canvas announced the return of *Pay What You Can*, the brand's giveback program that began in May 2019. In an effort to express gratitude to those who have played a critical role in everyone's lives over the past year, the 2021 *Pay What You Can* initiative is focused on frontline essential workers, offering this well-deserving group the opportunity for a two-night restorative escape in nature.

According to AAA, the pandemic wiped out over 150 million trips last summer. As the world begins to reopen and travel restrictions continue to be lifted, Under Canvas felt there is no one more deserving of the opportunity to recoup missed travel and enjoy restorative time connecting with loved ones than frontline essential workers. In an effort to enhance access to the outdoors, the relaunch of this successful giveback campaign will open opportunities for families and friends to connect with their loved ones in nature and dedicate time to both their physical and mental wellbeing.

Launching June 8, ahead of National Get Outdoors Day, frontline essential workers and their families are invited to apply to Under Canvas' *Pay What You Can* program to be considered for a much-needed escape in the great outdoors to one of Under Canvas' nine nationwide camps, located near America's most iconic national parks and monuments. Recipients will enjoy a partially subsidized stay based on Under Canvas' belief in the importance of time outside in nature for mental and physical well being. Applications can be submitted for consideration through [this link](#) beginning Tuesday, June 8, 2021 and will be accepted through Friday, June 18, 2021.

"We believe that unique travel experiences enrich lives and taking time to connect with others in nature has never been more critical and timely to our health and wellbeing. While everyone deserves the opportunity to recoup missed travel and enjoy restorative time with loved ones, we wanted to focus this year's giveback on the nation's essential workers as a tribute to their extraordinary efforts over the past year," said May Lilley, Under Canvas Chief Marketing Officer.

To submit, applicants must answer a brief series of questions and submit a photo of their work identification/badge to be considered for a stay at one of Under Canvas' nine camps, including two



brand new camps for the 2021 season, Under Canvas Lake Powell - Grand Staircase and Under Canvas Acadia. Under Canvas will consider all applications and work with applicants to provide at least 100 two-night stays that will be valid from July 1, 2021 - November 29, 2021 (based on occupancy and availability, holidays and weekends excluded) at a price amenable to their budget, exclusive of all transportation and meals. Terms and conditions apply, some restrictions apply.

Since opening the first camp nine years ago near West Yellowstone, Under Canvas has dedicated itself to connecting guests to the outdoors and to each other through experiences that immerse travelers into nature in an inherently spatially distanced way. Under Canvas believes that being outside doesn't necessarily mean 'roughing-it' and that nature inspires and connects friends and family while also committing to sustainably conscious efforts that leave a minimal footprint. Reservations for all camps are now available at [www.undercanvas.com](http://www.undercanvas.com).

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#### ABOUT UNDER CANVAS

Under Canvas is the ultimate outdoor destination hospitality experience, connecting people to each other, to extraordinary places, and to the planet. Its upscale, safari-style accommodations perfectly embrace their natural surroundings while featuring indoor luxuries, allowing everyone to discover their outdoor self in comfort and style. Under Canvas currently operates nine locations in Yellowstone and Glacier in Mont.; Moab, Zion and Lake Powell-Grand Staircase in Utah; Mount Rushmore in S.D.; Great Smoky Mountains in Tenn.; Grand Canyon in Ariz.; and Acadia in Maine. For more information, please visit [www.undercanvas.com](http://www.undercanvas.com).