MEDIA RELEASE
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**NRMA Parks and Resorts Launches ‘Kids v. Wild’ Bear Grylls Survival Academy**

Learn how to light a campfire, how to tie knots, build a bush shelter, search for excellent bushfoods like witchety grubs… these hands-on survival skills and more are all part of NRMA Parks and Resorts’ exclusive three-year partnership with the Bear Grylls Survival Academy in Australia.

Named after one of the world’s best known outdoor adventurers Bear Grylls OBE, who designed the program and the included activities, the Bear Grylls Survival Academy appeals to kids’ adventurous spirit while aligning with parents’ wishes to ‘ditch the devices’ – especially on holidays.

The program, called Shipwrecked, is specially designed for kids aged 4 to 17 with options for parents to join in the fun and have the family spend time together outdoors. Included are four hour-long missions which can be completed on during stays at NRMA Parks and Resorts:

* *Hide to Survive* where participants will learn how to build a shelter for protection using building materials found in nature
* *Get out Alive* where kids learn to tie knots, cross difficult terrain and follow a trail using communication and teamwork
* *Navigate the Island* where kids learn about pacing, navigation and how to follow an orienteering course
* *Feast in the Wild* teaches fire lighting methods together with preparing and cooking damper and learning the skill of throwing spears at targets.

Available every weekend and during school holiday periods throughout the year,The Bear Grylls Survival Academy will be initially available at the following NRMA holiday resorts from April 9:

* NRMA Treasure Island Holiday Resort, Queensland Gold Coast
* NRMA Darlington Beach Holiday Resort, NSW Coffs Coast
* NRMA Southwest Rocks Holiday Resort, NSW North Coast
* NRMA Ocean Beach Holiday Resort, NSW Central Coast
* NRMA Halls Gap Holiday Park, The Grampians, Victoria (coming 1 May)

NRMA Parks and Resorts CEO, Paul Davies said families were seeking more time spent outdoors in nature as a result of the COVID-19 pandemic, which aligned well with the Bear Grylls Survival Academy program.

“We see this partnership as a terrific opportunity to set a fun and inclusive challenge, to offer kids and their families a chance to experience the outdoors and to meet new friends while learning some excellent survival skills,” Mr Davies said.

“We are thrilled to bring the Bear Grylls Survival Academy to Australia for the first time. Joining a real-life Bear Grylls adventure is every kid’s – and some parents’ – dream, and we think our guests will love rising to the challenge,” he said.

Bear Grylls OBE said he saw a natural alliance for the Bear Grylls Survival Academy to partner with Australia’s NRMA Parks and Resorts group.

“As partners, we share in the goal to bring adventure and the spirit of survival to kids all across Australia. This is the first of many dynamic adventure experiences to come, get ready!” Bear Grylls said.

Guests at NRMA Parks and Resorts will be able to book into The Bear Grylls Survival Academy from February 15 via the NRMA Parks and Resorts [website](https://www.nrmaparksandresorts.com.au/beargrylls) with a special introductory rate of $15 per child, per mission.

To see more and hear from Bear about the partnership, see: <https://youtu.be/lKKItpWZXSE>

**About NRMA Parks and Resorts**: One of the most trusted brands in Australia, NRMA’s 37 holiday parks and resorts are located in some of the country’s most incredible natural destinations spanning Tropical North Queensland, New South Wales, Victoria, South Australia and Tasmania each offering unforgettable experiences for guests. Many of the parks also welcome pets, making family holidays even easier, and all have recently introduced more flexible booking conditions and [COVID-19 operational measures](https://www.nrmaparksandresorts.com.au/novel-coronavirus-covid-19-information/how-we-are-keeping-you-safe) to ensure the health and safety of guests.

For more information and bookings call 1800 766 133 or visit www.nrmaparksandresorts.com.au

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