



# A FOR ADVENTURE

## **Jan Sebastian LaPierre, President**

*Fancy title: Director of Nature Appreciation*

His youth was spent camping and adventuring on the shores of Nova Scotia – and he still hasn't grown up. Jan is the author of the "A is for Adventure" children's book and co-founder of [A for Adventure](#). Jan got his inspiration for the book through his years of guiding adventure trips all over the world and working with youth as a Recreation Therapist. While working with these youth and from his own personal experiences, Jan has realized the power of the great outdoors and has made it his life's mission to share that passion and help kids reconnect with the earth through adventure.

Jan was part of a successful tandem kayak trip, where he and Graham Carter paddled 200 km / 29 hours from the coast of Nova Scotia to Sable Island. The paddle deep into the Atlantic Ocean was to raise awareness for youth who struggle with mental health, and the importance of adventure in helping to lead full and active lifestyle. The journey has also raised over \$30,000 to-date to set up a children's camp at Brigadoon Village in Nova Scotia for youth who have a relationship to mental health problems.

The A for Adventure movement aims to inspire kids, families and people to get out and explore the world around them. It wants to inspire the next generation to get outside and play, creating a foundation for a happier, healthier life... and a better life for our planet too!

A for Adventure believes that spending more time outside connecting with nature helps to build greater curiosity, creativity and resiliency. By spending more time outside, we develop a greater appreciation for our planet and our need to protect it.

It all started with the 'A is for Adventure' children's book: a rhyming A-Z book, each letter a different activity or lesson, accompanied by incredible illustrations to ignite the imagination.

Based out of Dartmouth, Nova Scotia, its services also include: world-class video work, photography, social media, merchandise, partnerships, speaking engagements, consultation, book readings in schools/groups and programming.