



**Founder of Outdoor Afro | Celebrating
Nature and Joyful Outdoor Culture**

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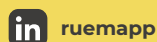
Forbes

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The Atlantic

The New York Times

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About Rue

Rue Mapp is the Founder and CEO of Outdoor Afro, a national not-for-profit that celebrates and inspires Black leadership in nature. What started as a blog became a powerful movement connecting tens of thousands of people annually in over 70 U.S. cities through guided hikes, conservation efforts, and outdoor experiences rooted in joy, culture, and hospitality. She also launched Outdoor Afro Inc., a for-profit brand designing culturally relevant outdoor gear in partnership with companies like REI.

A National Geographic Fellow and former California State Parks Commission Chair, Rue has been recognized with the Heinz Award and featured in outlets like The New York Times, NPR, and Oprah's Book Club for her book *Nature Swagger*. She also leads initiatives on water safety and Black food heritage while serving on national conservation boards. Through all her work, she remains a joyful advocate for nature and community.

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