

RUE MAPP

ENTREPRENEUR, CEO, ADVENTURER

Rue Mapp, entrepreneur and CEO of Outdoor Afro, calls herself an “incidental movement maker.” She started a blog at her kitchen table and discovered a community online. But in listening to her growing audience, she heard a desire for something more. Outdoor Afro is now a national network that celebrates, encourages, and inspires Black participation and leadership in outdoor experiences. “Most significantly,” she says, “I have discovered that change can happen only at the speed of relationships.”



TANYA MALOTT

About Rue Mapp

Rue Mapp is the Founder and CEO of Outdoor Afro, a national not-for-profit organization with offices in Oakland, CA, and Washington, D.C. Rue oversees a carefully selected and trained national volunteer leadership team of nearly 90 men and women who represent 30 states around the US. Mapp travels the United States and Canada speaking about her innovative approach that has successfully connected thousands, especially from the Black American community, to nature and the benefits of spending more time outdoors.

In 2010, Mapp was invited to the Obama White House to participate in the America’s Great Outdoors Conference, and subsequently to take part in a think-tank to inform the launch of the First Lady’s “Let’s Move” initiative. Mapp’s work and op-eds have been featured in The Wall Street Journal, Seattle Times, Los Angeles Times, Ebony Magazine, Outside Magazine, and NPR. Rue’s work has also been recognized with numerous awards and distinctions, including: The Root 100 as one of the most influential African Americans in the country (2012 and 2016), Outdoor Industry Inspiration Award, and the National Wildlife Federation Communication award (received alongside President Bill Clinton). Mapp was named a National Geographic Education Fellow and a lifetime member of Delta Sigma Theta, Incorporated. She is a graduate of UC Berkeley with a degree in art history.

WATCH

| VIDEO 1 | VIDEO 2 |

CONNECT



**BRING THE RESILIENCE EXECUTIVE SPEAKER SERIES
TO YOUR ORGANIZATION**

**INQUIRIES:
LIZ.HUNT@DISNEY.COM
407-394-8980**