

#MarchAdventureChallenge

An outdoor awareness campaign organized by Apothecary Muse on Instagram for March 2018



What are we doing?

Using people power, we are working together to share outdoor experiences with others, improve photography skills, enhance environmental awareness and maximize momentum along the way.

Kinds of images

Use the DAILY THEMES below for inspiration when you are outside and share on Instagram. Your images can be anything outdoors, sports, nature or travel related, taken at ANY point by YOU in March 2018. Try to tell a story with your image, not just words. Bonus: avoid post-editing, cropping or filtering.

Are there rules?

Nah, how about suggestions instead? Have fun! There are no prizes other than enjoying the fresh air, making new friends and learning some new skills. One request: please do not use branding or sales information for the sake of hashtag integrity. Put the camera down every once in awhile.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Horizon 1 	Miniature or Micro Landscape 2	Lifecycle: Plant, Trees, and/or Fungi 3
Reference scale (temp. installation) 4	Diversity in Outdoors (people) 5	Distant Landscape or Lookout 6	Favorite Tool for Outdoors 7	Climate Extremes 8	Natural Frame 9 	Action Shot (still or Boomerang) 10
Sunrise 11 <i>Daylight Savings</i>	Parts of a plant (arrange a collage) 12	Secret location 13	Color 14	Wild edible (unharvested) 15	Water or reflection 16	Wildlife 17  <i>St. Patrick's Day</i>
Sunshine 18	Stewardship 19	Something new learned today. 20 <i>Spring Begins</i>	Goals 21	First time 22	Favorite Sport or Activity 23	Your "3 rd place" (outside work and home) 24 
Bringing the inside, outside (books, knitting, etc.) 25	Old, abandoned or historical 26	Shadows 27	Picnic 28	Next generation 29	Weather 30	Dusk/Sunset Silhouette 31 

Don't forget! Use hashtag #marchadventurechallenge for your INSTAGRAM posts. Follow @apothecarymuse for tips and examples.