

Rue Mapp, Author/Designer/Leader



Rue Mapp is the founder and CEO of Outdoor Afro, a national non-profit organization which celebrates and inspires Black connections and leadership in nature. Outdoor Afro formed to create intergenerational joy and healing experiences for Black people and Black communities. The organization has grown, connecting tens of thousands of people with nature, and each other, through hikes, conservation efforts, and other outdoor experiences. Mapp was also part of the team that informed the launch of Michelle Obama’s “Let’s Move” initiative.

A designer, entrepreneur, and author, Mapp co-created a collection of hiking apparel with outdoor retailer REI and penned the book *Nature Swagger*, a compilation of photos and stories about Black joy in nature. Rue Mapp has been recognized with the Heinz Award and featured in The New York Times, on NPR, and as a selected author for Oprah’s Book Club.

