The World is trying to get Fly Ranch to become a fountain of Hope and Healing, all year long. Visitors to Black Rock City learn that living well with less is a good thing for Us, our Cities, and our Planet. And then they try doing that for a couple hundred hours straight, out in the Black Rock Desert. Fly Ranch is being asked to provide access to that learning curve.

Visitors also learn that Life becomes richer, more satisfying, and more interesting after encountering the lessons on display in Black Rock City, but now their friends want to come too. With over 100 official Burning Man mini-events scattered all across every continent, the number of people wanting access to that information is growing larger and larger.