

Descriptions for Print and e-Communications

(1) 28 words

Join in National Wildlife Federation's Great American Backyard Campout®—Saturday night, June 27. Connect with nature in your own backyard! Learn more and register your campsite at www.backyardcampout.org.

(2) 36 words

Join with thousands of neighbors, friends, and families across the country for NWF's fifth annual Great American Backyard Campout®—Saturday, June 27! Register at www.backyardcampout.org and have fun in your own backyard or favorite camping spot!

(3) 53 words

Remember when life was simple? When camping out in the yard with friends and catching fireflies was the best fun? Share those times with your own kids and grandkids, neighbors and friends when you join in NWF's Great American Backyard Campout®—Saturday, June 27! Register your campsite; get recipes and more at www.backyardcampout.org.

(4) 78 words

Remember when life was simple? You weren't tied to the TV and computer for entertainment. And real fun meant catching fireflies with friends and camping out in the yard. Re-live that simple life for a night with your own kids and grandkids when you join in National Wildlife Federation's Great American Backyard Campout® on June 27!

Enjoy a night of s'more-making, stargazing, and nature-watching right in your own backyard or favorite camping spot. Register your campsite at www.backcampout.org.

(5) 114 words (targets parents and grandparents)

Remember when life was simple? You didn't rely on TV and electronic gadgets for entertainment. Catching fireflies kept you busy for hours. And camping out in the yard with friends, just a blanket for a tent, was real fun.

Now you can re-live that fun with your kids and grandkids. Join in NWF's fifth annual Great American Backyard Campout®—Saturday, June 27!

Last year tens of thousands of neighbors, friends, and families united across the country for s'more-making, stargazing, and nature-watching. It's easy! Take part right in your backyard or at your favorite camping spot.

Sign up now and get outdoors again! Visit www.backyardcampout.org to register your site and get recipes, activities, wildlife guides, and more.



Be out there.



**GREAT
AMERICAN
BACKYARD
CAMPOUT™**

NATIONAL WILDLIFE FEDERATION®

Descriptions for Print and e-Communications Continued...

(6) 150 words (targets adults and first-time campers)

Connect with nature in your own backyard! Get ready for a night of outdoor fun when you join in NWF's Great American Backyard Campout®, Saturday, June 27.

Spend time gazing at the stars, listening for the sounds of nocturnal animals, and swapping stories by the light of the lantern or flashlight. And what's a night of camping without s'mores for a snack? Camping out in the yard is so easy, anyone can do it—even first-timers!

Gather the kids, grandkids, neighbors, and friends to join in the fun. It's a great way to pass along your love for the outdoors to future generations.

Last year thousands across the country united for this great event. Register your campsite and get recipes, activities, wildlife guides, and more at www.backyardcampout.org.

The Great American Backyard Campout® is sponsored annually by National Wildlife Federation, America's conservation organization dedicated to protecting wildlife for our children's future.



Be out there.