



FOR IMMEDIATE RELEASE

[Release Date]

Contact:

[Your name and title]
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**GET OUTSIDE THIS SUMMER DURING THE
GREAT AMERICAN BACKYARD CAMPOUT®, JUNE 27!**

[YOUR CITY, STATE] - Join thousands of campers across the country for **National Wildlife Federation's fifth annual Great American Backyard Campout®** on **Saturday, June 27, 2009**. Remember when you were a child and sleeping under the stars and sharing stories around the campfire were favorite pastimes? Celebrate these summertime traditions again in your backyard or favorite camping spot.

Visit the Great American Backyard Campout® online at www.backyardcampout.org to register your campsite and join the nationwide community of backyard campers. Share your experiences and get ideas from other campers in your area. Download fun activities, camping tips, recipes and more.

In today's high-tech world, children and families are losing touch with nature and the outdoors.

The Great American Backyard Campout® encourages everyone to get outside and camp, to renew his or her connection with nature or experience it for the first time.

It also provides an opportunity for parents to re-connect with their kids following an endless schedule of programmed activities during the school year. So turn off your TVs, iPods, Playstations, computers, and cell phones and experience a night outside.

Contact campout@nwf.org with questions and comments.

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Be out there.