



National Wildlife Federation's
75th Anniversary of National Wildlife Week
MARCH 18-24, 2013

What is National Wildlife Week (NWW)?

National Wildlife Week (NWW) is a week-long celebration of wildlife and the outdoors that aims to connect people with nature, foster awareness of the natural world and inspire stewardship throughout the year. The National Wildlife Federation and partner organizations are planning events and activities for individuals, families, and groups for all ages, locations and backgrounds.

NWW can serve as a kick-off to the season of volunteer service including National Volunteer Week, National and Global Youth Service Day, Gardening Month and Earth Day to allow groups and individuals to celebrate wildlife all spring and organize volunteer service projects that support the environment. This year, in celebration of its 75th Anniversary, National Wildlife Week celebrates Trees and Wildlife. Trees are a critical resource for wildlife and humans alike. During the week students, families and individuals will learn more about trees and how they can work together to replant trees that support wildlife in their communities.

What is happening throughout the week?

Integrated throughout National Wildlife Week are opportunities to learn, play and give back to your community.

Days of Service: National and Global Youth Service Day (NGYSD) and NWF are partnering to inspire groups of youth to participate in environment-based service projects that can be kicked off during National Wildlife Week and culminate in April during National and Global Youth Service Day.

10 Million Kids Outdoors: In collaboration with National Recreation and Park Association, NWF is calling on parents, children, youth and adults to make a commitment to get outside to explore and play for at least 90 minutes. Starting with National Wildlife Week in March, we are challenging everyone, but especially children, tweens and teens to commit to spending 90 minutes a week outside for at least the rest of the school year. National Wildlife Week provides tools and resources to start your adventure in the outdoors.

Wildlife Watch: Individuals, families and groups will be encouraged to adventure outside and share what they see! E-Nature on-line field guides and personalized field journals will assist

observers in identifying, recording and sharing wildlife they find everywhere—from backyards to urban and rural environments. Web resources will be provided to collect data, map results and share stories.

How can we get involved?

Visit our website to learn more about what activities you can do locally and to find out how you can get involved with other groups at www.nwf.org/nationalwildlifeweek.

There are many events taking place in the months of March and April. If you or your group are planning to participate in NGYSD, Earth Day or other celebrations and are looking for new and innovative ways to connect activities to the environment then consider learning more about National Wildlife Week.

National Wildlife Federation is also looking for regional and national partners in order to share materials, ideas and spread the word. Contact us if you are interested – wildlifeweek@nwf.org

Yes, I would like to hear more about NWW:

If you would like to receive updates about NWW please send an email to wildlifeweek@nwf.org

We look forward to your participation in National Wildlife Week 2013!