



Calendar Item for May/June Issues

Great American Backyard Campout

Sponsored by National Wildlife Federation

June 23, 2012

School is out, and many kids are already spending hours inside glued to their electronic devices. It's time to boot them outside so they can benefit from some fresh air surrounded by a world of green.

A great place to start is by having your family participate in the 8th annual **Great American Backyard Campout** on June 23. **National Wildlife Federation's fundraising event** encourages parents and kids alike to trade screen time for green time by spending a night under the stars.

In the last two decades, childhood has literally moved indoors with kids spending more than seven hours per day in front of electronic media. A new report from Common Sense Media finds that more than half of all American children under the age of eight have access to one of the newer mobile devices at home, and nearly one-third have a TV in their bedroom. At the same time, the American Academy of Pediatrics has cautioned parents to limit their young children's screen time.

Studies show that outdoor time helps children grow lean and strong, enhances creativity and attention spans, decreases aggression, and boosts classroom performance. Bottom line; healthier, happier kids.

A night under the stars will help kids understand why it's called the GREAT outdoors. As part of National Wildlife Federation's Be Out There movement, the Great American Backyard Campout lets kids explore a whole other world right in their own backyard, together with neighbors, with friends at a local camp ground, or at a large community camping event. For those looking to

camp beyond their own backyard, the Campout website helps locate organized Campouts across the country.

When you register your Campout on National Wildlife Federation's web site you get helpful information to make your camping experience a fun one including campfire recipes, nocturnal wildlife guides, campfire songs and games, nature activities and much more. You'll also be able to fundraise for exciting prizes.

National Wildlife Federation inspires Americans to protect wildlife for our children's future.

Media Contact: Mary Burnette, Burnette@nwf.org, 703-438-6097

www.backyardcampout.org