NATIONAL WILDLIFE FEDERATION®
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www.nwf.org

National Wildlife Week
EXTRA-Ordinary Wildlife
March 19-25, 2012

National Wildlife Week
Descriptions for Print and e-Communications

(1) *General*
During National Wildlife Week, March 19-25, 2012, explore 45 different species and discover some of the unique features about wildlife that you may not have known. For information on how you can participate, visit National Wildlife Federation online at www.nwf.org/nationalwildlifeweek.

(2) *General*
During National Wildlife Week, March 19-25, 2012, explore 45 different species and discover some of the unique features about wildlife that you may not have known. Learn more about wildlife in your community, organize a community service event, download family friendly outdoor activities and observe wildlife through Wildlife Watch when you visit www.nwf.org/nationalwildlifeweek.

(3) *Youth service*
During National Wildlife Week, National Wildlife Federation is calling on young people ages 12 to 18 make a difference for wildlife in their communities. Through environmental service projects started during National Wildlife Week, March 19-25, and continuing until National and Global Youth Service Day, April 22, teens will address how we can help wildlife in our communities. Tips and suggestions are available online at www.nwf.org/nationalwildlifeweek.

National Wildlife Week is sponsored annually by National Wildlife Federation, America's conservation organization dedicated to protecting wildlife for our children's future.

(4) *Wildlife Watch*
Wildlife observation will help people connect with nature during this year's National Wildlife Week observance, March 19-25, 2012, www.nwf.org/nationalwildlifeweek. Participants in the *Wildlife Watch* scheduled for the third weekend of March will download a list of wildlife to observe in their backyards, neighborhoods, communities and other special places. Observers also will be challenged to watch for designated endangered species in their locales. They will then report back by posting all their findings at www.nwf.org/wildlifewatch.

The *Wildlife Watch* is expected to involve everyone from children, parents and caregivers, grandparents and mentors to schools, outdoor and sporting groups and others.

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(5) *General*
Get outdoors, explore wildlife in your community and take a moment help your community provide better homes for wildlife during National Wildlife Week, March 19-25, 2012! Whatever your age or interest, National Wildlife Federation will help you learn about wildlife across the country and in your community.

Here's how:

- *Help wildlife Thrive:* During National Wildlife Week, National Wildlife Federation is calling on young people ages 12 to 18 make a difference for wildlife in their communities. Through environmental service projects started during National Wildlife Week, March 19-25, and continuing until National and Global Youth Service Day, April 20-22, teens will address how we can help wildlife in our communities. Tips and suggestions are available online at www.nwf.org/nationalwildlifeweek.
- *Learn about Wildlife:* Teachers, after-school providers, youth leaders and scouts are asked to take time each day to learn about wildlife that are record breakers, that live in unusual habitats, or have super senses, special adaptations or super senses at www.nwf.org/nationalwildlifeweek.
- *Observing wildlife:* From March 19-25, 2012, *Wildlife Watch* will involve everyone from children, parents and caregivers, grandparents and mentors to schools, outdoor and sporting groups and others to find wildlife in their communities. Participants will download a list of wildlife to observe in their backyards, neighborhoods, communities and other special places. They will then report back by posting their findings on the Wildlife Watch website www.nwf.org/wildlifewatch. Participants also will be challenged to watch for designated endangered species in their locale.

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