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[insert release date]

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“Branching out for Wildlife”- National Wildlife Week, March 18-24, 2013

RESTON, VA –National Wildlife Week is celebrating its 75th Anniversary with a goal of planting 75,000 trees across the United States. The theme - Branching out for Wildlife - links the important role that trees play in the lives of wildlife and people. Featuring 45 different species, with activities for learning about trees and wildlife, National Wildlife Week will give youth and families a chance to spend the week exploring trees and wildlife and give back to their communities by committing to plant a tree and care for it for a year.

Since 1938, National Wildlife Week has been a time to learn about wildlife and nature. Past themes have focused on oceans, prairies or conservation topics like water and recycling. This year’s theme of Branching Out for Wildlife helps to raise awareness about the vital role, often overlooked, that trees play in our daily lives and in the lives of wildlife. Trees provide us invaluable products and services we use all the time—they provide us with oxygen to breathe, their roots help prevent erosion, they provide wood to make houses and furniture, they provide or homes for wildlife, and they provide food for people and for wildlife.

NWF has a host of resources for exploring these amazing wildlife species, including posters, wildlife trading cards, lessons and activities, articles and webinars. Tree planting service projects are being organized across the country supported by generous donations from supporters and businesses. Visit www.nwf.org/nationalwildlifeweek to learn more and explore the resources available to help plan your adventure with wildlife. Donate today to support these efforts at www.nwf.org/trees.

“National Wildlife Week for 75 years has inspired generations to take a moment to learn and reflect on wildlife and our environment. NWF is encouraging every American to take a moment during this week to join us in celebrating our amazingly diverse wildlife and wild places and to think about what you can do to make a difference where you live – at home, in your community, at your school or place of business. Plant a tree, remove an invasive species, provide a place for wildlife- make a difference,” says Eliza Russell, Director of Education.”Give yourself 90 minutes during the week to get outside and reconnect to the outdoors and nature.”

National Wildlife Week was first observed in 1938 under the name “National Wildlife Restoration Week”. Past spokespeople of National Wildlife Week include Walt Disney, Shirley Temple, and Robert Redford.

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Founded in 1936, National Wildlife Federation's mission is to inspire Americans to protect wildlife for our children's future. The organization is currently developing programs to counteract nature deficit disorder in children by encouraging parents and other caring adults to help children spend more time outdoors everyday. Learn more at www.nwf.org.

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