



GREAT AMERICAN BACKYARD CAMPOUT[®]

Why Camp With Us? Here's How Your Support Helps. www.backyardcampout.org

The nature of childhood has changed - the American childhood has moved indoors, taking a toll on today's kids. But you can make a difference. When you support NWF through Great American Backyard Campout, you'll help kids explore the great outdoors and discover the health benefits of active, outdoor activities that put nature back into the childhood experience. NWF uses 80 cents of every dollar raised to support programs addressing America's indoor childhood and the health risks associated with the problem. Your funds will support programs making outdoor time a priority to protect children's health.



Enhanced Creativity.

Outdoor kids are more likely to use their own imaginations, inventions and creativity while playing.



Super-charged Brains.

Healthy bodies and minds from outdoor play increase cognitive focus in school - resulting in better grades.



Improved eyesight.

Studies find that kids who get outdoor time have less nearsightedness and need for eyeglasses.



Social Smiles.

Children playing together outdoors relate directly with one another, create games, choose sides and improve "people" skills.



Lungs for Life.

Doctors estimate that sedentary and obese children lose three to five years from their life expectancy.



Trimmer Tummies.

Doctors say an hour of play a day is a basic tool to ward off childhood obesity and diabetes.



Stronger Legs and Arms.

"Indoor kids" don't get enough sun and are becoming Vitamin D deficient, causing health risks.



"By the time most children go to kindergarten, they have spent more than 5,000 hours in front of a television—enough time to earn a college degree."

Indiana University East: Planning Your Semester. (2009). Retrieved December 23, 2009 from: <http://www.iue.edu/ucollege/advising/planningyoursemester.php>

"Sixty minutes of daily unstructured free play is essential to children's physical and mental health."

American Academy of Pediatrics, 2008.