



Only One Week Left to Plan Your Great American Backyard Campout

National Wildlife Federation Invites You to Sleep Under the Stars on June 26

RESTON, Va. (June 18, 2010) — Thousands of families across the nation will be taking the Ranger Rick Night Owl Challenge as part of their Great American Backyard Campout on June 26, sponsored by the National Wildlife Federation (NWF). They will take the Challenge while gathering in backyards, neighborhoods, communities, and parks for the one-night event created to get kids and families outdoors surrounded by the sights and sounds of nature.

“Participating in the Great American Backyard Campout and taking the Ranger Rick Night Owl Challenge is the perfect way for families to make lasting memories and will give them a better understanding of why it’s called the great outdoors,” says Karoline Hurd, Senior Manager of Events for National Wildlife Federation.

The Ranger Rick Night Owl Challenge is a game that entices kids and adults alike to experience all aspects of being outdoors. It gives them an opportunity to taste, touch, see, smell and hear things that make camping special. By checking off the items on the list provided, they get closer to winning the challenge. “Did I just see a bat?” “Boy this S’more tastes good.” Oh Oh, I smell a skunk.” “I love going to sleep to the sound of crickets!” “Ouch, was that a pinecone I just stepped on?”

This year, American Girl is joining NWF as the national sponsor of the Great American Backyard Campout to help encourage families to connect with nature. Campout is an initiative that shares the same outdoor spirit as Lanie, American Girl’s 2010 Girl of the Year. As part of its sponsorship, American Girl is also inspiring girls and their families and friends to get outside through Lanie-inspired activities and campout events hosted by American Girl Place stores in New York, Chicago, and Los Angeles.

The Hershey Company is partnering with NWF to help make camping sweeter. Registered Campout participants will receive a coupon good for \$1 off the purchase of any *Hershey*[®]’s Milk Chocolate bar six-pack, perfect for creating *Hershey*[®]’s S’mores and making their campout a night to remember. Visit www.puresmores.com for S’mores making tips and additional information.

The Great American Backyard Campout serves as a national fundraising event for NWF by inviting people to secure sponsor donations for their campsite. The money raised will support the

National Wildlife Federation's *Be Out There* movement, which encourages parents to provide more unstructured outdoor play time for their children.

Families who register also will have access to free Campout games, including the Ranger Rick Challenge, nature activities, camping tips and campfire songs. For more information and to register visit www.greatamericanbackyardcampout.org.

National Wildlife Federation

National Wildlife Federation is the nation's conservation organization inspiring Americans to protect wildlife for our children's future. The organization focuses their efforts on finding solutions to global warming, protecting wildlife habitat, and connecting people to nature.

American Girl

American Girl Brands, LLC, is a wholly owned subsidiary of Mattel, Inc. (NASDAQ: MAT, www.mattel.com), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational dolls and accessories, and unforgettable experiences. To learn more about American Girl or to request a free catalogue, call 1-800-845-005 or visit www.americangirl.com.

The Hershey Company

The Hershey Company (NYSE: HSY) is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Headquartered in Hershey, Pa., The Hershey Company has operations throughout the world and more than 12,000 employees. Please visit us at www.hersheys.com.

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