



# National Recreation and Park Association

## **MEDIA ADVISORY**

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### **NRPA July 2010 Digital Edition of *Parks & Recreation* Magazine**

Ashburn, Va., July 15, 2010 – The National Recreation and Park Association is pleased to announce the release of the July 2010 digital edition of *Parks & Recreation*, the association's monthly magazine at [www.parksandrec-magazine.org](http://www.parksandrec-magazine.org).

This electronic publication is user friendly, convenient and completely green. Key articles for July include:

- **Jane Goodall Connects Kids to the Outdoors.** This cover story feature explores how the naturalist and researcher has devoted much of the twilight years of her storied career to working with youth around the world to involve them in nature and the outdoors.
- **Celebrities on the Value of Parks.** Antwan Jamison of the NBA Cleveland Cavaliers, Miss America Caressa Cameron, and Dustin Brown of the NHL Los Angeles Kings and USA Olympic hockey team discuss why they like parks.
- **How to Lead a Kid to Sports.** From archery to rowing, sports and programs that get kids involved in exercise for the long run. Also, a companion article on programs offering sports opportunities for youths with disabilities.
- **The Gulf Oil Spill.** The first in upcoming articles exploring the impact of the Deepwater disaster interviews directors of parks and recreation agencies in the Gulf states.
- **Beating Back Obesity.** Lack of physical activity and overconsumption of unhealthy foods has 73 percent of adults and 43 percent of children overweight, obese or severely obese. This column examines how NRPA has placed itself on the forefront of the battle against obesity by advocating for the expansion of public parks and recreational facilities as well as introduction of federal legislation, *The Healthy Communities through Helping to Optimize Choices for Everyone In Society (C.H.O.I.C.E.S.)*.

In discussing the cover story on Jane Goodall, *Parks & Recreation* Editor Philip Hayward says her Roots & Shoots program reflects a convergence of thinking – and action – necessary to create a new generation of effective stewards of the environment.

“The world can learn much from Dr. Goodall’s creative and flexible approach for engaging youth with nature and the outdoors,” Hayward said. “Only by involving kids in activities that *they* like and can sustain can we be assured of these future stewards. We’re immensely pleased with the crucial role parks play in this endeavor.”

The digital edition of *Parks & Recreation* is a free, online publication. Individuals can sign up for the RSS Feed at [www.nxtbook.com/nxtbooks/nrpa/parksandrecreation/rss.xml?1266263396](http://www.nxtbook.com/nxtbooks/nrpa/parksandrecreation/rss.xml?1266263396).

**The National Recreation and Park Association** is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of roughly 21,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources. For more information, visit [www.nrpa.org](http://www.nrpa.org).

For digital access to NRPA's flagship publication, *Parks & Recreation*, visit [www.parksandrec-magazine.org](http://www.parksandrec-magazine.org).

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