



**National Recreation
and Park Association**



FOR IMMEDIATE RELEASE

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**NRPA and National Wildlife Federation Join Forces on Goal to Connect 10 Million More
Kids to Nature**

Local park and recreation departments critical to reversing “indoor generation” trend

ASHBURN, VA., Oct 16, 2012 – The [National Recreation and Park Association \(NRPA\)](#) has joined with [National Wildlife Federation \(NWF\)](#) in its unprecedented goal to get 10 million more kids to spend more time outdoors over the next three years. Working together, NRPA and NWF will combat the growing trend of [“indoor childhood”](#) and lack of “green time” among our nation’s youth. This partnership was announced today at the [NRPA Annual Congress and Exposition](#). Public park and recreation departments in communities across the country will play a major role in accomplishing this vital goal.

Research shows children are spending long hours indoors using electronic media yet they spend only mere minutes a day in unstructured outdoor play. This is affecting the health and well-being of children and is quickly causing a generation of kids who are becoming less healthy and who are disconnected from the natural world around them.

Parks and recreation are uniquely equipped with expertise, access, programs and resources to make a significant contribution toward reversing this disturbing trend and achieving the [10 Million Kids Outdoors goal](#). As the largest source of open space lands in the country, parks play a critical role in the quality of life for all Americans, but especially our nation’s children. Local park and recreation agencies serve an essential role in preserving natural resources, providing open space and cultivating a connection to nature and the outdoors that can last a lifetime.

“We know that when children spend time outdoors they are more active and their overall well-being improves,” says Barbara Tulipane, President and CEO of NRPA. “Our nation’s parks and recreation areas are not just a solution for better health, but are the answer to inspiring a healthier generation of youth who appreciate and care for our open space lands and who will engage in environmental stewardship that will benefit our future.”

“National Wildlife Federation is committed to working with park and recreation departments so that children can get the outdoor time they need,” says Larry Schweiger, NWF President and CEO. “There’s a reason they call it the Great Outdoors, and we’re going to make sure kids know why. This work is too important to lose another generation before we tackle the problem.”

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The 10 Million Kids Outdoors goal encourages kids to get outdoors and explore, play, and learn for 90 minutes per week. This outdoor time excludes time spent outdoors in organized sports, which while beneficial, does not provide children the same benefits as outdoor play in green spaces. By increasing outdoor time to 90 minutes per week, NRPA and NWF believe it will contribute to a significant increase in children's connection to nature due in part to more time spent outdoors.

NRPA is calling on all park and recreation professionals and agencies to pledge their support for the 10 Million Kids Outdoors goal by [signing up online](#) to participate in the effort. NRPA and NWF are also calling on other child-serving organizations and all parents to join in this effort by committing to getting their kids to spend more time each week in outdoor activities.

To help achieve the 10 Million Kids Outdoors goal NRPA, with the support of NWF, will bolster park and recreation departments' capabilities to connect children to nature and help them increase awareness of the benefits of connecting children to nature through local parks by providing a suite of resources and materials specifically for parks and recreation to utilize in this effort.

For more information about the 10 Million Kids Outdoors goal, or to participate, visit www.nwf.org/10Million/nrpa.

The National Recreation and Park Association is a not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 20,000 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. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit www.parksandrecreation.org.

National Wildlife Federation (NWF) is America's largest conservation organization, inspiring people to protect wildlife for our children's future. NWF focuses its conservation, education, and policy work in three major areas: connecting children to nature for a nation of happier, healthier kids; seeking solutions to global warming; and protecting and restoring wildlife habitat.
www.nwf.org

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