



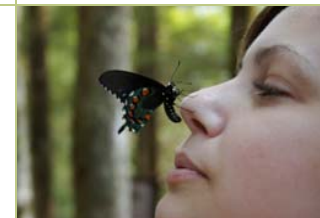
*Be Out There™* connects families to the outdoors to raise healthier kids and inspire a life-long appreciation of wildlife and nature.



## America's First Indoor Generation

Today's children are the first generation ever to grow up isolated from nature. Outdoor time for kids has decreased by more than 50%, while the average time spent inside plugged in to electronic media has stretched to more than 6 hours per day.

Most parents feel it is vital for children to spend time outdoors, but admit that their own children spend significantly less time outside than they did as a child. We're only beginning to understand America's first indoor generation and the effects that being "plugged in" has on children.



## Simple Solution: *Be Out There*

Media and technology are the new norm in our lives and the lives of our children. As a healthy counterbalance to this growing trend, National Wildlife Federation is launching *Be Out There*, a national initiative to raise public awareness about the indoor generation. *Be Out There* provides practical tools for millions of families to make outdoor time a part of their daily activities. By helping children re-discover the wonders of nature, we can set them on the path toward improved physical, mental and emotional well-being.

## Join the *Be Out There* Movement

Be Out There ([www.BeOutThere.org](http://www.BeOutThere.org)) is an innovative public education and policy effort to engage Americans across the country in spending more time outdoors. National Wildlife Federation is interested in joining families, educators, health practitioners, corporate leaders, policy leaders, community partners and the media in our campaign. In addition to the positive health impacts, National Wildlife Federation hopes to instill an appreciation and commitment to protect wildlife for the generations to come.

### For media inquiries and general questions, contact:

Ashleigh Poff  
Marketing and Outreach Coordinator  
(703) 438-6515  
[poffa@nwf.org](mailto:poffa@nwf.org)

National Wildlife Federation  
11100 Wildlife Center Drive  
Reston, VA 20190



### The tolls of an indoor childhood include:

- Increasing lack of creativity, concentration and a decline in social skills
- Doubling of the childhood obesity rate with an incremental \$100 billion annual cost to our public health system
- Alarming increase in prescribed antidepressants for American children over the past 10 years

### Outdoor play offers physical, emotional and health benefits:

- The American Academy of Pediatrics recommends 60 minutes of daily unstructured free play to improve children's physical and mental health
- Children who play outside are more physically active, more creative, less aggressive and show better concentration
- The California Department of Education showed a 27% increase in students' science test scores after a week-long outdoor experience

[www.BeOutThere.org](http://www.BeOutThere.org)