



Discovering Nature

Campaign Sponsors: US Forest Service

Volunteer Advertising Agency: Burrell Communications

BACKGROUND:

The general population has shifted away from rural settings to metropolitan areas and now over 80% of Americans live in cities. Fortunately, families don't have to leave the city to take their kids on an adventure to the forest. Through exploration of the forests and parks right in their neighborhoods, tweens can still feel connected to nature and ultimately create a lifelong interest in spending time in nature.

CAMPAIGN OBJECTIVES:

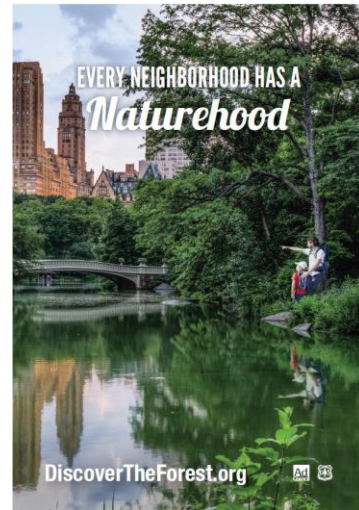
- Encourage parents and caregivers to take their families out to the forest to experience and re-connect with nature
- Engender a love for nature in kids by fostering a connection with urban and national forests, ultimately creating a lifelong interest and a legacy of stewardship through first-hand experience.

CAMPAIGN DESCRIPTION:

The Ad Council and the U.S. Forest Service have partnered to create a PSA campaign with the aim to encourage parents and caregivers to help their kids, and their families, to re-connect with nature by experiencing it first-hand. The campaign also intends to show families that a great forest experience is available in their neighborhood nearby, like parks, green spaces, and preserves. There are many benefits to kids who spend time out in nature. Time spent in nature gives children the ability to explore and engage in unstructured and adventurous play, instilling in them a love for nature and an understanding of their role in protecting it. It also gives families a place where they can break free from their daily routine, unplug, and re-connect with each other.

TARGET AUDIENCE:

Parents and caregivers of "tween" children, ages 8-12.



DID YOU KNOW?

- Children who play outside are more creative, have lower stress levels and more active imaginations.
- They also become fitter and leaner, develop stronger immune systems, and have greater respect for themselves and others as well as the environment.
- Your local forest is closer than you think! Find your nearest forest or park using your zip code with our locator tool on DiscoverTheForest.org