

Campaign Overview

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.

The PSA campaign aims 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.

Campaign Objective:

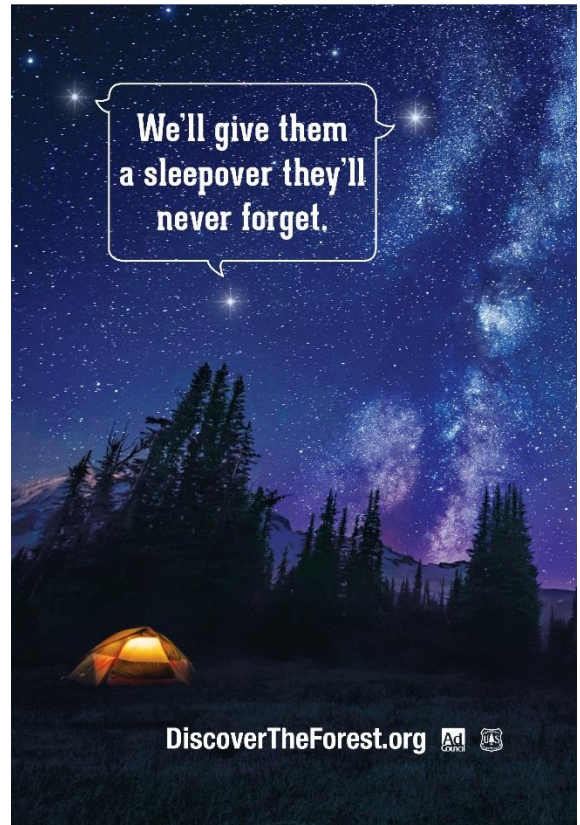
- Encourage parents and caregivers to take their families out to the forest to experience and re-connect with nature.
- Engender a love for nature in kids by fostering a connection with urban and national forests, ultimately creating a lifelong interest and a legacy of stewardship through first-hand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

Target Audience:

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

Call-to-Action: Find a forest or park near you by visiting DiscoverTheForest.org

PSAs: [Click here to view](#)



CAMPAIGN IMPACT

5.7M

Visits to DiscoverTheForest.org
2017

\$330.1M+

Donated Media to date

109.2K

Zip Code Searches on
DiscoverTheForest.org
2017

