

Re-connecting Kids with Nature

Campaign Sponsors: USDA Forest Service

Volunteer Advertising Agency: Euro RSCG

BACKGROUND:

The Ad Council and the U.S. Forest Service have partnered to create a PSA campaign with the aim to encourage today's youth (specifically tweens aged 8-12) and their parents to re-connect with nature by experiencing it first-hand. There are many benefits to kids who spend time out in nature. Time spent in nature gives kids the ability to engage in unstructured and adventurous play, improving their physical and mental health and emotional well-being. It also helps create a conservation ethic and a life-long love of nature.

CAMPAIGN OBJECTIVE:

- Encourage children and their caregivers to get out into nature and discover the joy of exploring the amazing world around them.
- 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

TARGET AUDIENCE:

- Primary messaging is aimed at "tweens," kids age 8-12
- Secondary target is parents/caregivers

DID YOU KNOW:

- U.S. children spend 50% less time outdoors than 20 years ago
- Research shows, that children who play outside: play more creatively; have lower stress levels; have more active imaginations; become fitter and leaner; develop stronger immune systems; have greater respect for themselves, for others, and for the environment.
- Based on research conducted by Euro RSCG, 88% of tweens like being in nature and 79% of tweens wish they could spend more time in nature.

Learn more by visiting www.DiscoverTheForest.org

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

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