MEDIA ANNOUNCEMENT

For Immediate Release
Date: _____________________________________________________________

Contact: ______________________________________________________________________
(your name, phone number, email address)

Neighborhood Nature Club Begins in __________________________
(name of your neighborhood or city here)

Youth, families, and neighbors connect with the outdoors through neighborhood nature clubs

________________________________________________________________________

(City, State - Date)

Youth, families, and neighbors of the __________________________
(name of your neighborhood here)
neighborhood in __________________________________________ are plugging into the great outdoors.
(cit y name here)

Together, parents, grandparents, neighbors, and youth explore natural areas, discover wildlife, plants, and other
natural resources, and share the enjoyment of outdoor experiences.

Members of the __________________________ Neighborhood Nature Club inspire youth to walk
(name of your neighborhood here) away from digital screens, to look up from texting, and to pull out the earbuds so they can explore, discover, and
share the natural world. This happens near where youth live in yards, neighborhoods, and community green spaces.

Using Backyards & Beyond, a 4-H program, the club follows neighborhood nature trails that nurture a child-nature
relationship, inspire a sense of wonder, instill a sense of place, and develop youth environmental action and leadership.

Inspired by Last Child in the Woods: Saving our children from nature-deficit disorder (Louv, 2005), leading
organizations, inspired groups, and dedicated individuals are guiding a national movement to connect children with
nature. Youth health and development specialists, ecologists, parents, educators, and other community leaders
report on multiple benefits of childhood experiences in nature. These benefits include enhanced youth and family
health and wellness, improved academic performance, increased knowledge and understanding of the natural
environment, and increased awareness and affinity for nature.

To join, contact __________________________, a Neighborhood Nature Club Leader,
(name of club leader)
at __________________________. To start your own neighborhood nature club,
(email, telephone)
visit neighborhoodnatureclubs.arizona.edu

Backyards & Beyond

National 4-H | Arizona 4-H | U.S. Fish and Wildlife Service
USA-National Phenology Network | Children & Nature Network
neighborhoodnatureclubs.arizona.edu