



## Sleep Under the Stars During the Great American Campout

—Kickoff June 25, 2016—

***The National Wildlife Federation invites people of all ages to participate by pledging to camp at least once this summer.***

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RESTON, Va. (June 13, 2016) – This summer, tens of thousands of Americans will unplug their devices and spend the night outside. That's the simple idea behind the National Wildlife Federation's 12th annual celebration of the outdoors, the Great American Campout.

In conjunction with Great Outdoors Month, the event encourages people of all ages to camp in backyards, parks and campgrounds, as a way to reconnect with nature. This year's Great American Campout kicks off Saturday, June 25 and runs through September 30.

"There's no better way for children to deepen their relationship to the natural world and the wildlife all around them than to spend a night outdoors beneath the stars," according to [Collin O'Mara](#), president and CEO of the National Wildlife Federation. "Camping is a traditional part of the American summertime experience – one that is often overlooked in these digital days. But families who spend meaningful time in nature often report that their children demonstrate greater focus, creativity, and calmness – benefits that improve school performance, strengthen interpersonal relationships, and catalyze leadership development."

The National Wildlife Federation's website – [www.nwf.org/campout](http://www.nwf.org/campout) – has a directory of public Great American Campout events, packing tips, lists of fun activities and recipes, and more. Registration is free.

Campout participants are encouraged to take selfies of themselves camping and submit them to NWF's [Facebook](#), [Twitter](#), and [Instagram](#) accounts using the hashtag #campie to share their experiences and create an extended community of participants year-round.

The National Wildlife Federation has worked to connect children and youth with nature for decades, inspiring children through Ranger Rick Magazine, working with educators to teach kids about the outdoors and helping parents find new ways to engage their children outside.

*The [National Wildlife Federation](#) is America's largest conservation organization inspiring Americans to protect wildlife for our children's future. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).*