



September 20-26, 2010

www.takemeoutsideweek.ca

NEWS RELEASE

For Immediate Release
October 4, 2010

Almost 2,000 Participated in Take Me Outside Week

Over 1,900 children, youth and adults fought back against nature deficit disorder in late September. Take Me Outside Week, which took place from September 20 to 26, supported families, groups and organizations in Nova Scotia in a growing “back to nature” movement, inviting more children and youth into the great outdoors.

It was all in the name of countering “nature deficit disorder,” which describes the negative effects of extended hours of “screen time,” lack of physical activity and a general alienation from nature among our young people. They are losing out on nature’s benefits including stress reduction and physical activity among many more benefits. Take Me Outside Week aimed to entice kids back outside.

According to the numbers, it did just that. Over 70 families and small groups registered 379 children and youth and 204 adults. They spent time in the outdoors doing a whole variety of things such as hiking, biking, swimming, family play time, star-watching, gardening, going on a treasure hunt, going to the playground, camping, horseback riding, geocaching, beachcombing, searching for frogs, garbage clean-up, visiting a farm, kite-flying, apple-picking, bird-watching, catching insects and exploring the woods.

Families and small groups registered their outdoor activities during the week online and were eligible to win prizes, which will be announced this week on the website at www.takemeoutsideweek.ca.

Organizations including recreation departments, schools, libraries and others got in on the act as well. Thirty-six organizations coordinated and registered 56 different events that involved over 700 children and youth and more than 650 adults. The events involved a wide range of outdoor activities including guided hikes, star-watching, cycling, shelter-building, Earthwalks, geocaching, orienteering, horseback riding, fossil hunting and showing a documentary on connecting kids with nature.

Take Me Outside Week was organized through Recreation Nova Scotia in partnership with Sense of Wonder Environmental Education and the Sharing Nature Foundation. It was generously supported by the IWK Community Grants and Mountain Equipment Co-op.

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For more information contact:
Janet Barlow, on behalf of Recreation Nova Scotia
(902) 494-7644 or (902) 442-5055
wonder@senseofwonder.ca

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