



September 20-26, 2010

www.takemeoutsideweek.ca

NEWS RELEASE

For Immediate Release
September 20, 2010

Take Me Outside Week invites kids & families outside to combat “nature deficit disorder”

This week is Take Me Outside Week (September 20 to 26) and it supports families, groups and organizations in Nova Scotia in a growing “back to nature” movement, inviting more children and youth into the great outdoors in order to fight “nature deficit disorder.”

“Kids need to be outside. It’s just part of growing up. But they’re not going outside as much as they used to, so they’re missing out on the mental, emotional and physical benefits of being outdoors,” says Rhonda Lemire, Executive Director of Recreation Nova Scotia, which is organizing Take Me Outside Week.

Nature-deficit disorder is a term coined to describe the effects on a generation of children who are more disconnected from the outdoors than ever before. There are enormous benefits to exposing young and old to nature; it’s a place for reflection, stress reduction, healing, physical activity and more. There are many challenges in bringing children back to nature in North America. Extended hours of “screen time”, lack of physical activity and a general alienation from nature keep our kids away from green and wild places. Take Me Outside Week aims to entice kids back outside.

“The need to get children and youth more physically active is plain,” explains Lemire. “Evidence shows the simple act of children and youth spending time outdoors will actually increase their physical activity rates. And that’s a good thing.”

Families and small, informal groups are invited this week to register online at www.takemeoutsideweek.ca to help track the “movement” to get more kids and families outside.

“We know many people already spend time outside with their kids. Well, let us know by registering and you’ll qualify for some great prizes,” Lemire says. “For those who could use a bit more time outdoors, now’s your chance to give it a try.”

Families groups can register to win over 40 prizes such as annual family passes to a national park, camping passes to provincial parks and other experiences or things that encourage going outside. They can do their own thing (like go for a bike ride, go for a hike, watch the stars from the back yard) or attend one of the many events listed at www.takemeoutsideweek.ca.

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

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