

Talking Points

Every Kid in a Park Initiative Launch

- President Obama is committed to protecting our nation's unique outdoor spaces and ensuring that every American has the opportunity to visit and enjoy our public lands and waters.
- That's why he launched the Every Kid in a Park Program – to inspire a new generation to get outside and to become stewards of our nation's cultural and natural heritage.
- [*Optional: With the National Park Service's Centennial approaching quickly in 2016, there is no better way to celebrate the 100th birthday of our national parks than making sure every kid in this country gets outside and experiences our shared lands and waters.*]
- The Every Kid in a Park initiative allows fourth graders to go to www.everykidinapark.gov and obtain a pass for free entry for them and their families into more than 2,000 federally managed lands and waters nationwide for an entire year, starting September 1, 2015.
- By introducing fourth graders to public lands in their backyards and beyond at an early age, the program aims to foster lifelong connections to our nation's land, water and wildlife.
- The program is designed to continue with each successive year's group of fourth graders. After twelve years, every school-age child in America will have had an opportunity to visit their public land and waters for free.
- This program comes at a critical time. Today, more than 80 percent of American families live in urban areas, and more children use technology in their spare time instead of exploring the outdoors.
- Every Kid in a Park seeks to close the growing gap between children and nature by introducing new populations from all backgrounds to our nation's diversity of public lands. The initiative aims to make it easier for all kids to get outside and encourage families, schools, and teachers to take advantage of the natural resources our country has to offer.
- It's a call to action to get all children outside to learn, explore and play. Parks and other public spaces are living classrooms where children can learn critical skills through hands-

on, experiential education in STEM fields, history and the arts. The Every Kid in a Park website provides educational activities for teachers as well as a list of field trip sites.

- Collaboration across a wide variety of government departments and agencies makes the unprecedented Every Kid in a Park possible. Participating entities include the Department of the Interior (National Park Service, Bureau of Land Management, Bureau of Reclamation, Fish and Wildlife Service), the U.S. Army Corps of Engineers, the Department of Education, the U.S. Forest Service and the National Oceanic and Atmospheric Administration.
- The program is one part of an overall strategy by the Obama Administration to engage young people from all ages and all backgrounds with the great outdoors. This includes the [21st Century Conservation Service Corps](#), a bold national effort to put thousands of young people and veterans to work protecting, restoring and enhancing America's public lands and waters. In addition, First Lady Michelle Obama's [Let's Move! Outside initiative](#) is committed to getting millions of young people to play, learn, serve and work in America's great outdoors.
- Organizations and individuals interested in supporting the Every Kid in a Park initiative can help spread the word about the program and support field trips in their local communities.