

ANCHOR: A NEW STUDY SHOWS SIXTY PERCENT OF KIDS SPEND LESS THAN AN HOUR A DAY OUTSIDE. THERE'S A NEW MOVEMENT TO CHANGE THAT. I'M RISE JILL MILLER.

THIS STUDY FROM THE NATIONAL PARK FOUNDATION AND L-L BEAN ALSO REVEALS THAT FIFTY-NINE PERCENT OF PARENTS ADMIT THEIR SCHEDULE MAKES IT A CHALLENGE TO SPEND TIME OUTDOORS.

NEIL MULHOLLAND, PRESIDENT AND C-E-O OF THE NATIONAL PARK FOUNDATION, THE OFFICIAL NONPROFIT OF AMERICA'S NATIONAL PARKS:

NPF: THESE FINDINGS SHOW A CONCERNING TREND; FAMILIES SPEND MORE TIME INSIDE AND MISS OUT ON THE PHYSICAL AND EMOTIONAL BENEFITS OF BEING OUTDOORS. NATIONAL PARKS ARE AN ACCESSIBLE RESOURCE TO REMEDY THIS ISSUE, AND WINTER IS A GREAT TIME TO VISIT ONE OF THE NEARLY 400 NATIONAL PARKS IN THE SYSTEM.

ANCHOR: TO ENCOURAGE FAMILIES TO GET OUTSIDE AND SHARE OUTDOOR EXPERIENCES, L-L BEAN CREATED THE MILLION MOMENT MISSION FOR ITS HUNDRETH ANNIVERSARY.

NPF: FOR EVERY MOMENT SHARED, L-L-BEAN WILL DONATE A DOLLAR TO THE NATIONAL PARK FOUNDATION, WITH A GOAL OF REACHING ONE MILLION. MONEY RAISED WILL HELP CONNECT UNDERSERVED YOUTH TO THEIR NATIONAL PARKS.

ANCHOR: FOR MORE, VISIT L-L BEAN DOT COM.