The Long March Indoors

The average American spends 95 percent of their life indoors. As a result, we are becoming an indoor species, which comes with consequences. Our health and well-being may suffer. And the less we value our outdoor spaces, the less likely we are

to protect them. It’s a slippery slope.

## Lost Generation

No one will protect what they don’t care about and no one will care about what they have never experienced.” Sir David Attenborough, broadcaster and naturalist

**Wild Generation**

“Time in nature is not leisure time; it's an essential investment in our children’s health.” Richard Louv, author and journalist

**Indoor Species**

“We are bleeding at the roots because we are cut off from the earth and sun and stars.”

D.H. Lawrence, novelist

**Free Range Humans**

“Wildness reminds us what it means to be human, what we are connected to rather than what we are separate from.” Terry Tempest Williams, author and conservationist

**Urban Sprawl**

"Soon our only experience of nature will be rats and pigeons."

Hunter Lovins, Natural Capitalism Solutions

**Wild Cities**

“There is now scientific evidence of some really powerful, positive things that happen to people when they experience nature in cities” Kathleen Wolf, social scientist

**All Work, No Play**

“The biggest reason that we have found that people are not getting out is time. When you think about busy, working families…you know, it’s very difficult.”

Rue Mapp, founder, Outdoor Afro

**Headspace**

“I go to nature every day for inspiration in the day’s work.”

Frank Lloyd Wright, architect

**Sick and Sad**

“We are sitting ourselves to death.” Dr. James Levine, Mayo Clinic

**Nature Rx**

“A drop of nature is like a drop of morphine to the brain”

Dr. Eva M. Selhub, co-author of "Your Brain on Nature"

**Virtual World**

“National parks risk obsolescence in the eyes of an increasingly distracted demographic.” Jonathan Jarvis, director of National Park Service

**Augmented Outdoors**

“Technology isn’t going to solve all the conservation problems of today, but it can be a fantastic tool in the tool box.” Lucas Joppa, Technology for Nature

**Outdoors for All**

"The outdoors is for all, and it is more empowering when we create opportunities and support one another’s voices in this work, welcoming each other into our respective stories." Jose Gonzalez, founder of Latino Outdoors