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NEW SURVEY REVEALS CALIFORNIA YOUTH ARE NOT GETTING OUTDOORS

Stewardship Council committed to ending summer sluggishness

Foster City, Calif., (September 28, 2006) – The Pacific Forest and Watershed Lands Stewardship Council (Stewardship Council) today announced the results of its first annual California Summer Youth Survey established to monitor youth involvement in outdoor activities over the summer. An overwhelming trend emerged from the data: California’s youth are not getting outdoors.

The survey reveals that less than one third (31%-32%) of kids participated in outdoor educational programs, attended day or sleepover camp or participated in outdoor service projects and less than half (44%) went to a public swimming pool. About 59% of parents said their children have less interest in the outdoors than in the past with the vast majority (91%), citing television, computers and video games as the main reason for their child’s disinterest. Other top reasons include lack of opportunity, lack of parental support, transportation problems and expense. In fact, the survey confirms the Stewardship Council’s assessment that people of lesser economic means aren’t accessing the outdoors as often as those from a higher income. Two-thirds (67%) of all parents say their child is spending the same amount or less time outdoors than last summer with lower income families (less than \$50K) being the highest contributor to that statistic.

“These statistics clearly show that we need to do more to get our children engaged in outdoor activities and we need to participate with them,” said Secretary for Resources Mike Chrisman, President of the Stewardship Council Board of Directors. “California is known to be a home for outdoor enthusiasts who care about the land and take special care of its resources. This reputation is at stake if these trends continue. We need to take action now to ensure that our state’s youth carry on our important traditions and act as stewards of California’s lands.”

The survey does show California’s youth are committed to saving the environment. Over three-quarters (81%) of respondents said their child recycles and one-third (33%) work to conserve water. Nearly half

(48%) of all parents say their child would get outdoors if more activities were readily available. The Stewardship Council is committed to making this happen.

The Stewardship Council serves to benefit current and future Californians throughout Northern and Central California as a land conservation and youth investment foundation. Through their Youth Investment Program (YIP), the Stewardship Council contributes to the development of California's underserved youth by funding efforts to engage them with the outdoors and keep them active, healthy and educated. The Stewardship Council provides grants to parks and programs, enabling them to increase youth's access to the outdoors. The Council's initial endowment allocates \$30 million in funding over ten years for the YIP. In 2006, its first year of funding, the Stewardship Council achieved its grant giving goal of \$2.25 million by giving grants to fifty-seven parks and programs throughout Northern and Central California.

"The Stewardship Council has a unique opportunity to get California kids outdoors and active," said Jayne Battey, Executive Director of the Stewardship Council. "The results of this initial survey indicate a marked decrease not only in youth activity, but also in youth connections to our natural environment. We are determined to take a leadership role to help California youth, particularly those that have the least opportunity to connect with the outdoors."

The Stewardship Council encourages parks districts and organizations to learn more about the Youth Investment Program by calling 650-286-5150 or visiting www.stewardshipcouncil.org.

ABOUT THE STEWARDSHIP COUNCIL

The Stewardship Council is a collaborative land conservation and youth investment foundation. Its mandate includes evaluating and providing recommendations for the conservation of over 140,000 acres of watershed lands (currently owned by PG&E) spread across 22 counties, as well as developing and implementing community-based park and environmental education opportunities for underserved youth. For more information about the Stewardship Council visit www.stewardshipcouncil.org.

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