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National Wildlife Federation Connects Kids to Nature Via Interactive Tech Toy Ubooly With The “Ranger Rick Ubooly Outdoor Adventure Campaign”

RESTON, Va. – (November 21, 2013) – The National Wildlife Federation has joined forces with Ubooly, the innovative, app-based learning toy that can turn a walk in the park into an interactive experience, to build much needed awareness and investments through the first-ever “Ranger Rick Ubooly Outdoor Adventure Campaign.”

Ubooly bridges the online and offline space, meeting kids where they are – on smartphones – and ushering them beyond the screen into active, educational adventures. Inspired by NWF’s ability to broaden kids love and understanding of nature and get them into the outdoors, Ubooly created a tailored learning experience or “play pack” with Ranger Rick to invite kids to play outside and learn about their surroundings while they are at it.

This holiday season, families can download the Ubooly App and get the Ranger Rick Outdoor Adventure play packs with proceeds going to support NWF’s conservation and education efforts. For more information: www.Ubooly.com/RangerRick.

“Studies show time spent in outdoor spaces reduces stress; encourages cooperation and compassion; and helps children focus on schoolwork, think creatively, and score higher on school tests,” said [Meri-Margaret Deoudes](#), vice president of the [Be Out There](#) (www.beoutthere.org) movement at the National Wildlife Federation. “Forming a partnership with Ubooly is another way NWF is working to get kids outdoors and enjoy nature.”

Ubooly and Ranger Rick’s Outdoor Adventure play packs feature hours of activities to help kids get outside and truly appreciate nature. Activities include scavenger hunts, nature hikes, mindfulness games and lots of exercise. Kids will also get to make collages, drawings, paintings and necklaces inspired by their outdoor adventures. Ubooly is compatible with iPhone, iPod, iPad Mini and Android devices.

“We are thrilled to be partnering with National Wildlife Federation for the first-ever Ranger Rick Ubooly Outdoor Adventure Campaign,” said Carly Gloge, CEO of Ubooly. “We are impressed by the work National Wildlife Federation has done toward funding innovative conservation programs and helping to improve kids connection to nature. Through the Ranger Rick Outdoor Adventure Playpacks, the magic of Ubooly will teach kids about the beauty and fun of the outdoor world.”

About National Wildlife Federation

The [National Wildlife Federation](#) (NWF) is America’s largest conservation organization, inspiring Americans to protect wildlife for our children’s future. The organization seeks solutions to reduce the impact of climate change, protects and restores wildlife habitat, and connects kids of all ages with nature.

Be Out There™ is NWF’s movement to reconnect families with the outdoors. NWF’s practical tools and information help make being outside a fun, healthy and automatic part of everyday life. For other helpful resources and to learn more about NWF’s goal to get 10 million more kids spending regular time in the great outdoors, visit: www.BeOutThere.org.

About Ubooly

Ubooly is changing the way kids play, with a customizable learning toy that talks and listens. With content designed by educators and comedy writers, Ubooly is fun, educational and sparks “Active Play.” Ubooly empowers kids to choose the content and pace of their learning, and is never repetitive, with hundreds of activities to engage kid’s curiosity and imagination. Ubooly will get your child’s heart pumping and their brain growing. For more information, please visit: www.ubooly.com.

For more National Wildlife Federation news, visit: www.nwf.org/news.

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