



NEWS RELEASE

June 27, 2014

PAGE 1 of 3

Out is In: July is Park and Recreation Month

If you are feeling cramped and as if you don't get enough time outdoors, you are not the only one. Nearly three in ten U.S. adults do not spend time outdoors on a daily basis according to a new national survey released today by the National Recreation and Park Association (NRPA). Additionally, when adults do get outdoor time, it is relatively short with nearly half (47 percent) spending 30 minutes or less in the fresh air. That finding is especially true among younger adults age 35 and under (56 percent) when compared to older populations.

July is the national celebration of Park and Recreation Month and NRPA is calling all people to take action and set new trends when it comes to getting time outdoors. The theme for the month, "OUT is IN," encourages individuals, families, friends, and coworkers to change their outlook, get outdoors, and get involved in the community. From picnicking in the park, instead of sitting inside at a table, to sending an email, or even holding a meeting outside, July is the time to do something outside everyday that normally is done inside.

Adults that do get time outdoors identified activities they enjoy. This includes getting active through sports and exercise (54 percent), social activities such as spending time with family (54 percent), and experiencing nature (53 percent). Community parks and recreation provide the opportunity to engage in all of these activities on a regular basis and are where all people – adults and children alike – can connect with the outdoors, get active, and get more deeply involved in the community at-large.

In addition to visiting parks and recreation areas and getting outdoors, NRPA is launching a 31- day "OUT is IN" challenge for people to try to do one typical indoor activity outside everyday in July. People can capture their outside activity with a photo and post it on Twitter and Instagram with the hashtag #JulyOUTisIN. NRPA will award a daily prize at random to a Twitter or Instagram follower who posts a photo with the hashtag #JulyOUTisIN.

More



Page 2 of 3

Park and Recreation Month will be proclaimed by the Santa Maria City Council at its Tuesday, July 1st meeting at 6:30 p.m. In addition, there are complimentary introductory courses in tennis and pottery (space is limited), and many more free events such as Concerts and Movies in the Park. Visit the City Recreation and Parks website at www.cityofsantamaria.org or like our Facebook page www.facebook.com/csmrpd to keep current with all the Department activities.

Questions may be directed to the Recreation and Parks Department administrative offices at 925-0951 ext. 260.

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Enough Outdoor Time? *Think again.*

Opinions and behaviors adults in the United States have around getting outdoor time on a regular basis

Getting Outdoors

Nearly three in ten U.S. adults do not spend time outside daily.



Time Spent Outdoors

Of those adults heading outside, quick jaunts are popular.



What's Getting in the Way of More Outdoor Time?



Give it Up!

What adults are willing to give up or do less of to get more time outdoors.



What Adults Like to Do Outside



National Recreation and Park Association

PARK & RECREATION MONTH
JULY 2014

OUT IS IN

About the Survey: Ipsos online poll conducted May 2-5, 2014, with a national sample of 1,005 adults aged 18 and older, including 991 who typically go outside at least once a week. Access the survey findings at www.nrpa.org/july. #JulyOUTisIN. © National Recreation and Park Association