

HAPPY EARTH DAY



As we reviewed a few weeks ago, simply having discussions about nature reinforces stewardship behaviors among all parties. We encourage you to take a moment this weekend to reflect with others on the ways the planet's health impacts their lives and yours.

FEATURED PARK



Photos and facts of
your favorite parks,
one issue at a time

Isle Royale National Park Michigan

FACT 1: Located just off Canada's Thunder Bay, Isle Royale contains the largest island in Lake Superior (the largest of the Great Lakes) and more than 450 smaller adjacent islands. Unsurprisingly, the park is only accessible by boat or seaplane.



FACT 2: Isle Royale is home to a highly variable population of grey wolves, thought to have initially crossed an ice bridge from Canada in the 1940s. The wolves are vital to keeping the island's moose and beaver populations in check so the island's fir forests are not destroyed.

Nominate *your* favorite local, state, or national park [here](#) so our subscribers can learn about it.

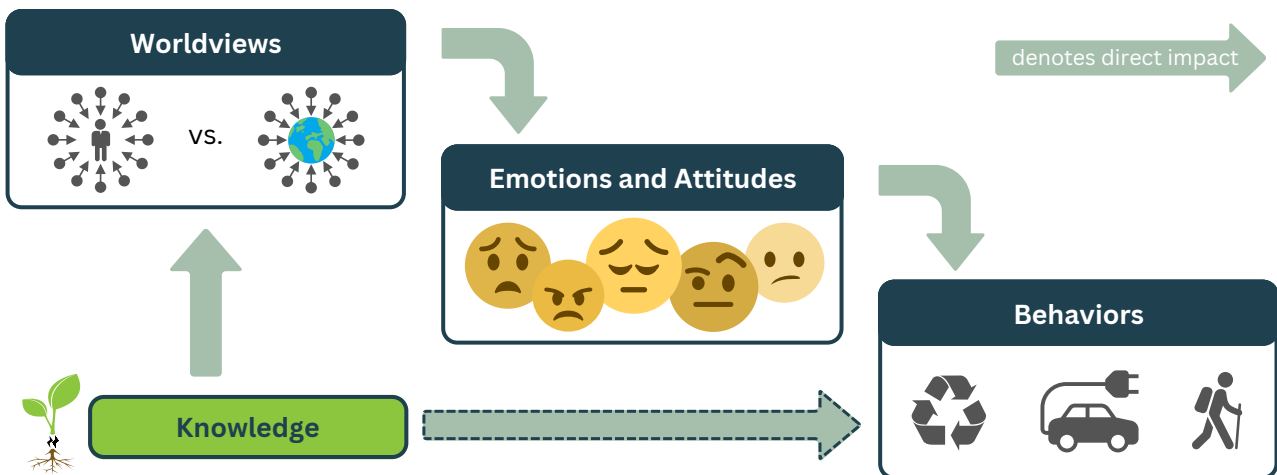
PARK PERKS



Visualizing key research to show why parks matter

In honor of Earth Day, we will peek at how environmental knowledge impacts environmental behaviors. The traditional model of this relationship is that a person's worldview (whether human-centered or eco-centered) shapes their environmental attitudes and emotions, which in turn shape their behaviors. Interpretative park programs can impact behaviors indirectly by steering a visitor's worldview incrementally towards nature. But research published just last month in the *Journal of Outdoor Recreation, Education, and Leadership* suggests that there is also a **direct relationship** between environmental knowledge and pro-environmental behavior. Through a survey of 763 visitors of Canadian provincial parks, the study's authors found that increased environmental knowledge gained from the parks' interpretive programs led to higher pro-environmental intentions, **regardless of the visitor's worldview**.

How Environmental Knowledge Relates to Behavior



This research demonstrates the important role interpretive park programming plays in conservation through knowledge transfer. The same principles may also suggest that even if Earth Day recognition does not shift worldviews for certain citizens, it might still be an effective vehicle for impacting their behavior.



SHOP HERE



Celebrate Earth Day and make a statement.

Order your Park-It Frame now.

Why teach kids about the Earth's rotation?

PLAYGROUND

It just makes their day.