

NatureWatch in action



Debra Dyer

Pioneers in NatureWatch

NatureWatch partnerships include hunting, fishing, conservation and environmental groups, industry, youth organizations, private businesses, individuals, and Federal and State agencies.

Partnerships have contributed to over 840 nature viewing sites; 31 State Wildlife Viewing Guides; numerous miles of trails with interpretive signs; K-12 classroom presentations; festivals; nature viewing and photography tips; and other venues for public enjoyment and education. Partnership opportunities are unlimited!

To Find Out How To Get Involved Contact:

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NatureWatch

What is NatureWatch?

NatureWatch is a cooperative effort between private industry, conservation groups, the United States Department of Agriculture Forest Service, and other State and Federal agencies to foster conservation of wildlife, fish, and plants and their habitats. NatureWatch:

- provides nature viewing opportunities for the public
- encourages safe and sound viewing ethics through signage and school programs
- contributes to local economies



Kimberly Anderson



William Morf

Eyes on Wildlife: In 1996, the Shorebird Festival in Cordova, Alaska, generated \$47,500 for the local community of 2,000 residents.

Celebrating Wildflowers: More than 200,000 people have participated in viewing festivals, classroom presentations, and walks and talks since 1992.

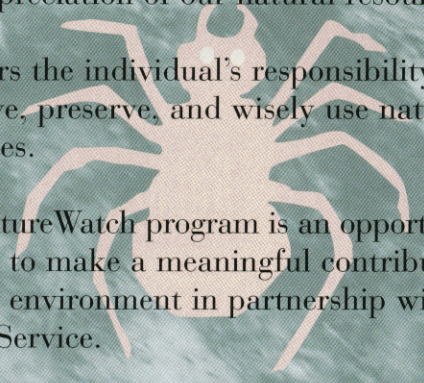
People clearly want to learn about the "Nature of America"

NatureWatch Makes a Difference!

NatureWatch increases awareness, knowledge and appreciation of our natural resources.

It fosters the individual's responsibility to conserve, preserve, and wisely use natural resources.

The NatureWatch program is an opportunity for you to make a meaningful contribution to your environment in partnership with the Forest Service.



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NatureWatch Facts

- Each year, over half of the United States population views wildlife, fish, and flowers on Federal lands. Nature viewing is projected to increase 150% by 2040.
- National expenditures to view wildlife, fish, and wildflowers approach \$20 billion annually.
- NatureWatch provides an umbrella for three emphasis areas - FishWatch, Eyes on Wildlife, and Celebrating Wildflowers. Examples of activities in these areas include:

FishWatch: Each year 120,000 visitors learn about streams through the Kokanee salmon program at Lake Tahoe.



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