

Unplug AND CONNECT

Get Ready for an Unplugged Summer

The summer holidays are fast approaching and it's the perfect time to spend time with the family having fun in some sunny weather (hopefully)! However, with so much technology available at our fingertips, it can sometimes be a struggle to switch off from the many readily available devices available at home. Parents often feel the strain of wanting to get their kids outside to enjoy the elements but they are often stuck for ideas. Shockingly, A recent survey conducted by the U.K.'s National Trust showed that today's children play outside only half as much as their parents!

So, this summer we want to combat this by launching our **Unplug and Connect** campaign: providing opportunities for you and the family to **Unplug and Connect** with loved ones all summer long.

The survey also showed that children today are spending as little as just over four hours per week outside, whereas their parents spent 8.2 hours per week enjoying Mother Nature, when they were little. The vast majority of the parents surveyed, said they think it's important for their children, who are between the ages of 4 and 14, to develop a connection with nature. Therefore, we've devised some activity ideas to help parents encourage their children to spend time together playing outdoors to keep them entertained throughout the lengthy summer holidays.

We've been busy planning a range of summer activities from outdoor adventures to indoor crafts so there'll be plenty of fun to be had for all of the family. So, keep your eyes peeled for our **Unplug and Connect** campaign on Facebook this summer... and don't forget to share some pictures of all the fun you're having!