



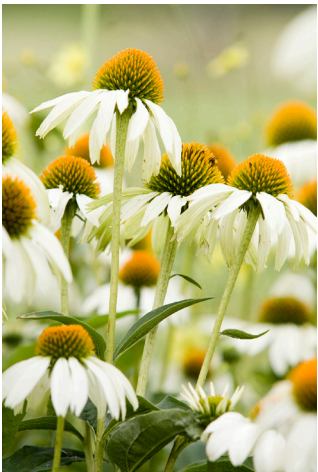
# firstbloom

A Program of the National Park Foundation

**WHAT IS FIRST BLOOM?** First Bloom connects underserved kids with their national parks and plants the seeds of conservation. First Bloom youth are between 4th and 6th grade and through the program, engage in regular outdoor, hands-on activities in order to grow as people, and learn about the environment and their national parks. At the end of the program, the kids design and plant a native plant garden in a nearby national park showcasing their new found knowledge and hard work.



**WHAT ARE NATIVE PLANTS?** Native plants are plants that are indigenous, or found naturally in a given region. They provide food and habitat for native wildlife and are a perfect learning environment for young people. They also require less water and maintenance than non-native plants, helping parks preserve resources and teach valuable conservation lessons to visitors.



**WHY FIRST BLOOM?** Today more kids grow up without ever knowing about their national parks. First Bloom strives to change that by making a real and lasting connection between young people and their national parks while teaching the important lessons of conservation, native environments and stewardship along the way. Thanks to the program, First Bloom kids show more knowledge, enthusiasm, and commitment towards:

- National Parks
- Conservation
- Native Plants
- Stewardship

For more information, visit: [www.firstbloom.org](http://www.firstbloom.org)

## FIRST BLOOM HELPS

- Underserved kids, especially those who may not have regular access to the outdoors, experience a national park and nature in a hands-on, fun, and educational setting.
- Schools and youth organizations form partnerships with local national parks that blossom into long lasting, mutually beneficial relationships.
- National parks fulfill their mission to preserve the parks, educate the public, and engage future stewards.
- Visitors to national parks experience and learn from native gardens planted by First Bloom kids.

**FIRST BLOOM ROOTS** First Bloom was established in 2007 by the National Park Foundation in tribute to the legacy of Lady Bird Johnson, a champion of national parks and native plants. The program was launched with an initial \$1 million contribution secured by ARAMARK through the Yawkey Foundation and is supported through additional individual, foundation, and corporate support. Content partners include the National Park Service and the Lady Bird Johnson Wildflower Center at The University of Texas at Austin.

**FIRST BLOOM BLOSSOMS** The First Bloom program expanded from 5 cities in 2007 to 16 sites in 2008 to 26 sites in the 2009 – 2010 program year. The program anticipates making grant awards to 30 national park partnerships in the 2010 – 2011 program year.

