

PRESS RELEASE

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For Immediate Release



COOK COUNTY FOREST PRESERVE LAUNCHES “LIVE HEALTHY, DISCOVER NATURE” CAMPAIGN

Kick-off Set for July 18 at Daley Plaza

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CHICAGO - If you're strolling across Daley Plaza at lunch and happen to hear the hoot of an owl or the call of a hawk, don't be alarmed. It simply means that it's July 18th—the day that the Forest Preserve District of Cook County launches its big campaign to attract new visitors to the County's many groves and natural habitats.

You're likely to be greeted by Chippy the squirrel and Zorro the racoon, who will gladly walk with you as you observe the snakes, turtles, fish and other animals—there to bring the natural feel of the forest to you.

“With so many demands on everyone's time these days, particularly during the warm summer months, there are generally few occasions to enjoy family-friendly recreation,” said Dr. Steven M. Bylina, Jr., general superintendent. “We want the public to know about these outstanding fun-filled opportunities and the fact that they are proximal, accessible and in most cases, free or at a very low cost to the public.”

“Many residents and visitors enjoy the natural open spaces and picnic grounds in their region, but many are also surprised to learn about our nature centers, nature preserves and recreational opportunities,” Bylina added. The District is committed to increasing public awareness about the full variety of unique activities and programs that are available. “We believe our new ‘Live Healthy, Discover Nature’ campaign is a great vehicle for getting this message out.”

Through the summer-long campaign the Forest Preserve hopes to heighten the public's awareness of the District's magnificent recreational programs, native habitats and ecological educational resources. “Live Healthy, Discover Nature” showcases the District's tremendous array of outdoor recreational opportunities and its outstanding nature centers.

A new colorful, detailed and user-friendly map that illustrates year-round activities, native habitats and programs will make it extraordinarily easy for users, whether driving, biking or walking, to locate some of the many natural areas and outdoor activities. Additional information is also available via the District's newly enhanced web site, www.fpdcc.com.

John H. Stroger, Jr.

President

Forest Preserve District of Cook County

Board of Commissioners

Steven M. Bylina, Jr.,

General Superintendent

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FPDCC "Live Healthy, Discover Nature"
Add One

"For example, it's now easier than ever to apply for a picnic and/or special use permit online," said Bylina. "And it's a great way to learn about our many often little-known activities like bicycling, fishing, hiking, canoeing, model airplane flying or ecosystem restoration. The opportunities and benefits for exercise, exploration and enjoyable family outings are greater than most people might imagine," Bylina added.

Adding to the midday excitement, naturalists will exhibit some of the birds, fish and other animals normally found at the District's six regional nature centers and a wide variety of fitness and special interest organizations and retailers will set up exhibits that are sure to attract hundreds of expected visitors. The new calendar and web site information will also be available during the July 18th kick-off.

The FPDCC manages more than 67,000 acres of open space and is one of the largest, most utilized conservation preserves in the county. The District works to protect, restore and manage the ecosystems of our region; contribute to the preservation of global biodiversity and enrich the quality of life for the more than 5.6 million residents of Cook County.

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