



# First Bloom

A Pilot Beautification Project

*“The First Bloom project will give children who may not have regular access to the outdoors a hands-on opportunity to connect with their national parks,” said National Park Foundation Honorary Chair, Mrs. Laura Bush. “This early and meaningful exposure will help them develop the sense of pride and ownership necessary to become the future stewards of these magnificent places.”*



*Photo provided by LBJ Library, Frank Wolfe photo*

## FIRST BLOOM

The First Bloom Pilot Beautification Project is about connecting kids to their parks and connecting the parks to their neighborhoods. It’s about creating transformational experiences for kids.

The National Park Foundation and The National Park Service will partner with the Lady Bird Johnson Wildflower Center and Boys and Girls Clubs to create a pilot project aimed at connecting children to our national treasures in a way that they develop a sense of pride, ownership, and cultural identity.

Children will have the opportunity to experience their national parks, create their own sense of neighborhood, and connect to their world.

*“The environment is where we all meet; where all have a mutual interest; it is the one thing all of us share. It is not only a mirror of ourselves, but a focusing lens on what we can become.”*

*-Lady Bird Johnson*

## FIRST:

1. inspired by a First Lady’s Conservation Legacy.
2. introduced by a First Lady who is passionate about parks, the environment, and kids.
3. experience for kid with parks, plants and growth.
4. investment in the beautification and conservation of their neighborhoods.

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## FIRST BLOOM:

1. Engage a new audience of children with their environment.
2. Create hands-on opportunities for children to learn about their national parks and understand how parks connect to their backyards
3. Deliver a sustainable program model that can be delivered to numerous children's groups in communities across the national park system-developing conservation ethic and teaching them to be good stewards.
4. Design a community model that can be used in developing, designing, and planting a garden.
5. Design park experiences which create a sense of stewardship among the children. Activities will include identifying and removing invasive species and returning native plants to their home.
6. Park Rangers and community members will design a nature garden that reflects their cultural identity.
7. Children will work with National Park Service and Boys and Girls Club personnel to create outdoor experiences in their garden.
8. Establish an outdoor garden program for children that can be replicated throughout the national park system.



Partners: National Park Foundation, National Park Service, Lady Bird Johnson Wildflower Center, Boys and Girls Clubs, and other youth organizations