



# Embracing Nature's Wisdom

## THE TIMELESS ALLURE OF ADVICE FROM NATURE PRODUCTS

For over two decades, the Advice Series has been captivating park visitors with its unique and inspiring products. *These nature-inspired gems have become cherished mementos, connecting visitors to their experiences and fostering a deeper appreciation for the natural world.* By seamlessly blending interpretive principles with resource conservation, these products not only engage visitors but also generate vital revenue to support the mission of preserving our beloved natural resources.

Advice from Nature bookmarks, magnets, stickers, shirts and greeting cards are more than just merchandise; they become *tokens of cherished memories and connections* formed during their time spent in nature. The genius behind the Advice Series lies in its simplicity. Each piece distills complex ideas into bite-sized, thought-provoking insights that linger in the minds of visitors long after they've left the park. Our products *resonate not just intellectually but also emotionally.*

### THE ESSENCE OF INTERPRETATION:

Advice from Nature's success lies in its deep understanding of the interpretive approach. Building upon the foundations laid by Freeman Tilden and Cable and Beck, each Advice product embodies multiple interpretive principles. By incorporating *Sense of Place, Resource Conservation, Observation, Increased Awareness, Stewardship, Enjoyment of Beauty, Understanding, Habitat Education* and more, Advice from Nature products bridge the gap between the site and the visitor's experience. Visitors are not just informed but moved, inspired, and connected to the essence of the site.

### REVEALING DEEPER MEANING:

Interpretation is not just about providing information; it is about revealing deeper meaning and truth. Advice from Nature's products go beyond the surface, *sparking visitors' interest by relating the subject to their lives.* Through the authority of wisdom and the humility that accompanies it, interpretive writing addresses the questions visitors want to know, providing a gateway to knowledge and understanding. This deeper connection instills in people the ability to sense the beauty in their surroundings, fostering spiritual uplift and a desire to preserve our natural resources.

### RESOURCE STEWARDSHIP AND CONSERVATION:

Advice from Nature incorporates impressive resource stewardship into its products. With a commitment to sustainability, each product is crafted using recycled paper, minimizing the environmental impact. Moreover, Your True Nature goes above and beyond by replanting ten trees for every one used in their business, resulting in over 130,000 trees replanted to date. Furthermore, we donate one percent of sales annually to approved environmental organizations, amounting to over \$100,000 contributed so far. By purchasing an Advice product, visitors actively participate in national park initiatives and contribute to resource protection and education.



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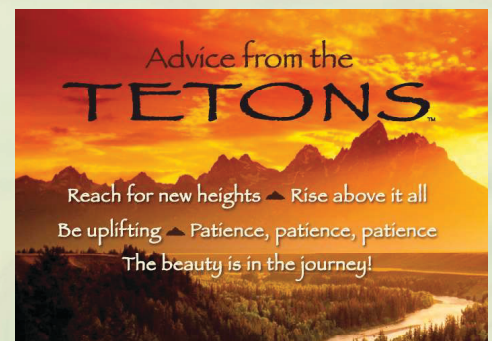
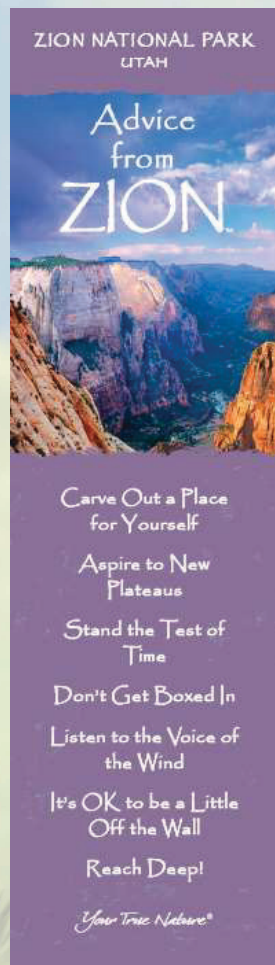




## COLLABORATING FOR A BETTER FUTURE:

Advice from Nature is not alone in its commitment to preserving our natural treasures. Through close collaboration with organizations such as the International Dark Skies Association, the company's "Advice from the Night Sky" products educate visitors about dark sky issues. We also support initiatives related to trails, salmon, rivers, trees, and many more. By aligning themselves with such impactful causes, Advice from Nature empowers visitors to make a difference and actively engage in the preservation of our natural wonders.

Advice from Nature's enduring popularity is a testament to its ability to touch visitors' hearts, stimulate park revenue, and protect our precious natural resources. By skillfully blending interpretive principles with resource conservation, these products become more than mere souvenirs; they embody the spirit of our natural sites and promote a deeper connection with the world around us. As Ted Cable, co-author of "Interpretation for the 21st Century," aptly states, Advice from Nature offers a exciting range of interpretive products that teach, provoke, inspire, and foster a profound connection between visitors and our natural resources.



Our products stand as beacons of wisdom, sparking curiosity, fostering understanding, and inspiring stewardship for generations to come. In a world that often rushes by, these products remind us to pause, appreciate, and protect the beauty that surrounds us. *The enduring popularity of the Advice Series is a testament to its timeless appeal.*