The Androscoggin River

Over the past century the Androscoggin River’s water quality has improved dramatically. In the 1960s the Androscoggin River was recognized as one of the most polluted rivers in the US. Since then, the water quality has improved to a class C standard in the Lewiston Auburn area. Meaning it is now completely safe to recreate on!! With an excellent current for most river recreation activities coupled with a fascinating history and beautiful scenery, the Androscoggin River is quickly becoming recognized as a recreation destination.

Suggested Reading

“The Social and Personality Correlates of Outdoor Recreation,” Abbot Ferriss
- Highlights the health benefits of outdoor recreation.

“What is the Best Dose of Nature and Green Exercise for Improving Mental Health? A Multi-Study Analysis,” Jo Barton & Jules Petty
- Examines the mental health benefits associated with outdoor recreation

“Effects of Workplace Recreation on Employee Performance: The Case of Kenya Utalii College,” Samuel Mokaya & Gitari Jackylene
- This study shows that recreation improves job satisfaction and strengthens customer and employee relationships.

http://www.tidewaterperform.com/kayaking
- Self-exercise for your thumbs, grab a kayak, paddle and stop texting.

http://www.charlestonoutdooradventures.com/kayak_paddleboard_rentals/
The Problem

- A 2012 survey conducted by SHRM revealed that 19% of employees were not satisfied with their jobs.

- A 2004 survey conducted by Kronos revealed that 40% of employees took sick days when they weren’t sick.

- In 2004 the average amount of paid sick days taken in the private sector was 8 and in the government sector 11.

Why Recreation?

Scholarly sources indicate that recreation can reduce sick leave and create happy workers. Studies prove that employee recreation improves job satisfaction, strengthens employee and owner relationships, and increases employee physical and mental health.

Green Exercise

In a study conducted in 2000, 90% of Americans preferred to exercise in nature. Miraculously, the desire to exercise outside is complemented with drastic health benefits. Research reveals that exercising outside improves self-esteem and mood in as little as 5 minutes. Furthermore, studies that observed boat recreation, demonstrate that outdoor recreation benefits are amplified in the presence of water.