Impact 3
Unit 4
Meet the Explorer Video Script
Scene 4.2: *Meet Asher Jay*

Asher Jay: So, for me, it's about…how can I get people to feel that effortless connection to nature? This is where we come from—this is who we are—and if it was a part of our past, it should be part of our present and future. The reason why I do campaign after campaign, image after image, day in and day out, is because I want to change the one thing that I know will have the most impact on the world around me—and that's you. Wake up today and go out to any patch of wilderness you have in your life, whether it is a sparrow or a pigeon or a tree. Just spend a minute connecting to it. See you, in that tree, or in that sparrow, or see that creature within you. And the minute you do that, there's something within you that will shift. You will wake up. Let the wild in!

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