

Continental Divide Trail Alliance

News Release

FOR RELEASE

Immediate

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Outdoor Industry Rallies to Build the King of Trails

Corporate Supporters Provide over \$1,000,000

Outdoor Industry leaders have geared up again to provide major support to complete the 3,100-mile Continental Divide National Scenic Trail (CDT). Since 1995, Outdoor Industry has provided over \$1,000,000 the cash and in kind support to the Continental Divide Trail Alliance (CDTA). Their contributions have made a significant impact on the Trail and are helping us move forward to completing the Trail by 2008, the 30th anniversary of the Trail's designation by Congress.

"It is quite a tribute to this Industry, that through good and bad times many companies have found a way to make a positive difference in the creation of this national treasure," according to CDTA Co-Executive Director Bruce Ward.

Some of the outdoor industry companies who have led the way in this national treasure include:

- **Recreational Equipment Inc (REI)** recently exceeded \$200,000 in overall support by funding the CDTA Youth Corps and TrailFest 2003, the CDTA's fifth biannual national conference. REI has supported the CDTA from the beginning, including the historic first national conference, where the CDTA was formed.
- **Coleman** and **Jansport** have, once again, also made major donations to enable the coordination of over 30 volunteer projects and a massive volunteer effort to determine the best location for the undesignated sections and to evaluate land acquisition needs to complete the Trail.
- **WL Gore**, a long time CDTA supporter, significantly increased its contribution and plans are in the works to get some Gore employees out on one of the famous three day CDT Rotary Treks, led by Outdoor Industry icon, **Royal Robbins**.
- **Vasque Outdoor Footwear** has provide continual financial support, underwritten our Long Distance Planning Guide and provide a series of posters focused on special events like "Uniting Along the Divide", a border to border inventory of the Trail and the CDT's 20th Anniversary.
- **Kelty provided** \$15,000 toward a unique CDTA sculpture that is prominently featured in REI's Denver Flagship store

"REI is proud to be a long-term partner and supporter of the Continental Divide Trail Alliance," said Dennis Madsen, President & CEO. "Together with the outdoor industry, community volunteers and CDTA, we are donating money, volunteer time and our products to care for the trail, promote active lifestyles and preserve this recreational resource for generations to come."

Other outdoor industry leaders providing critical financial and in-kind support to the CDTA's volunteers include **Backpackers Pantry** with meals for a thousand volunteers, **Bison Designs** with belts, compasses from **Brunton**, **GRABBER Warmers**, **Vasque** boots, **LEKI** poles, **Vibram** keychains, **Tender** insect

repellant and After Burn, **Clif Bars**, **GoLite** vests, **Last Chance** stuff sacks, **Chaco** sandals and boots, **Mountainsmith** and **Osprey** packs for volunteers. Over the years **Sporting Goods Manufacturers Association (SGMA)**, **the Outdoor Industry Association**, **Outdoor Retailer Magazine**, **Sporting Goods Business Magazine**, **SNEWS**, **Backpacker Magazine**, **Spiker Communications**, **MSR**, **Sundog**, **Eastern Mountain Sports**, **LL Bean** and **Galyans** have also provided significant support.

In addition several members of the Outdoor Industry have served on the CDTA board, including Royal Robbins, Bill Sweazy of Redwing Shoes/Vasque, Harv Erickson of Jansport, Marko Tubic of MSR, Sandy Briggs of the SGMA, Casey Sheahan of Kelty, and John Smithbaker of Brunton.

Congress designated the CDT a National Scenic Trail in 1978. When completed the CDT, or "King of Trails", will stretch 3,100 miles between Canada and Mexico along the backbone of America through some of the most wild and picturesque landscapes in North America. It includes dozens of unique ecosystems, three national parks and thousands of historical, cultural and scenic landmarks.

The Continental Divide Trail Alliance is a national non-profit membership organization dedicated to the completion, maintenance and protection of the Continental Divide National Scenic Trail since 1995. To learn more about the CDT, volunteer, or become a member, contact the CDTA at P.O. Box 628, Pine, Colorado 80470, toll-free at (888) 909-CDTA or www.CDTrail.org.

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