

OUTDOOR
RETAILER



OUTDOOR
FOUNDATION™

Dear Outdoor Retailer Attendee,

Outdoor Retailer and Outdoor Foundation are happy to invite you to participate in an exciting new initiative. The Give Back Badge program, new to Winter Market, is a simple way for you to support our joint efforts to getting kids outside while you are working inside at Outdoor Retailer.

As a community, we can make a difference in a child's life! By making the pledge, you will be part of an industry effort to get a new generation outdoors – growing participation and business. Imagine if every single Outdoor Retailer attendee helped one kid get to a park! Together, we would get over 23,000 youth to the outdoors! That's the idea behind Outdoor Retailer and the Outdoor Foundation's Give Back Badge program.

To acknowledge your pledge and support of the industry, you will be thanked with a special patch featuring limited-edition artwork by industry notable Jeremy Collins to proudly wear at Outdoor Retailer Winter Market. You will also be thanked at a VIP Give Back Badge happy hour.

Your \$15 pledge will benefit the Parks4Kids program launched by the Outdoor Foundation with the goal of helping alleviate expenses associated with getting kids to national parks. Some of the biggest barriers to outdoor participation include access, transportation, gear and equipment. Parks4Kids program provides support to schools and non-profits to overcome these barriers.

If you have yet to register for Outdoor Retailer Winter Market, you can pledge to support the program during the registration process and get Give Back Badges for your entire company!

If you've already registered for the show, you can purchase a patch onsite when you pick up your show badge, or purchase it at the Outdoor Industry Association / Outdoor Foundation booth (#BRL200).

We look forward to seeing you at Outdoor Retailer proudly wearing your Give Back Badge!

Marisa Nicholson & Chris Fanning