

Conservation Alliance Announces 8 New Members

By Kristen Carpenter-Ogden

Dated: Feb 04, 2011

Growth Continues as Conservation Opportunities Flourish

Bend, Ore. - Eight outdoor industry companies have joined The Conservation Alliance since August, 2010. This growth strengthens the organization as conservation opportunities flourish throughout the US and Canada.

The new members are: Adventure Travel Trade Association; Aloft Group; Gear 66; Ibex; Icebreaker; Marmot; Northwest Mountain School; and SCARPA.

Each company joins at a time when the Conservation Alliance is focused on recruiting as many industry companies as possible. Each member company pays annual dues into a central fund, and the Alliance donates those funds to grassroots conservation organizations. The Alliance plans to donate \$1,000,000 in 2011, the first time the organization will pass this significant milestone.

“The Conservation Alliance is in the midst of an exciting period of growth,” said John Sterling, Conservation Alliance Executive Director. “Our new and existing members will help save some very important wild places in the near future.”

New members include manufacturers, retailers, a guide service, a PR firm, and a nonprofit.

“We are proud to maintain such a diverse membership of companies that comprise the outdoor industry,” said Sterling. “Conservation is one issue that most brands in the industry agree is a top priority. Together, we’ll save many special wild places.”

For complete information on the Conservation Alliance, see <http://www.conservationalliance.com>.

###

>About the Conservation Alliance:

The Conservation Alliance is an organization of outdoor businesses whose collective contributions support grassroots environmental organizations and their efforts to protect wild places where outdoor enthusiasts recreate. Alliance funds have played a key role in protecting rivers, trails, wildlands and climbing areas.

Membership in the Alliance is open to companies representing all aspects of the outdoor industry, including manufacturers, retailers, publishers, mills and sales representatives. The result is a diverse group of businesses whose livelihood depends on protecting our natural environment.

Since its inception in 1989, the Alliance has contributed nearly \$8.8 million to grassroots environmental groups. Alliance funding has helped save over 49.5 million acres of wildlands; 29 dams have either been stopped or removed; and the group helped preserve access to more than 17,000 miles of waterways and several climbing areas.

Category Business, Environment, Non-profit

Tags verde pr, conservation alliance, adventure travel trade association, aloft group, gear 66, ibex, icebreaker, marmot

Email [Click to email author](#)

Phone (970) 259.3555