



WWW.REI.COM

October 9, 2008

**CONTACT:** REI Public Affairs (253) 395-5958

**ANCHORAGE CONTACT:** Cheryl Piazza, Outreach Specialist (907) 272-4565

## **REI EMPLOYEES CELEBRATE ANCHORAGE NON-PROFITS**

### ***REI Employees Foster Recreation Opportunities in Anchorage Outdoors***

On Wednesday, October 8, 2008, the Anchorage REI held a community reception to **celebrate the eight Anchorage community organizations selected by REI employees to receive grants totaling over \$42,798.**

Recreational Equipment, Inc. (REI), a national gear and apparel retail cooperative, has dedicated a significant portion of its annual giving budget to support local and national nonprofit organizations that share the company's commitment to increasing participation in outdoor recreation and the conservation of outdoor spaces.

REI's 2008 annual giving budget of \$3.8 million designated \$42,798 for eight Anchorage organizations. **Anchorage REI employees are empowered to nominate local organizations, projects, and programs because of their personal involvement and connection to the community.**

2008 REI Grant recipients include:

- **Anchorage Park Foundation**  
\$5,000 cash
- **Alaska Trails**  
\$5,000 cash
- **Challenge Alaska, Inc.**  
\$5,000 (\$2,243.95 cash, \$2,756.05 gear)
- **Alaska Avalanche School Inc**  
\$3,000 cash
- **Friends of Eagle River Nature Center Inc**  
\$4,878 cash

(more)

- **Youth Restoration Corps**  
\$5,000 cash
- **Yukon River Inter-Tribal Watershed Council**  
\$4,920 (\$3,168 cash, \$1,752 gear)
- **Alaska Center for the Environment** is still under consideration for a \$10,000 grant, pending the submission of a revised proposal later this month.

REI Grant projects will have a wide-ranging impact on the Anchorage community. For example, the **Anchorage Park Foundation** (APF) will use their \$5,000 grant to train and engage park users and volunteers to evaluate and grade their local neighborhood parks and trails. The APF will use this information to engage the community in trail improvement projects on National Trails Day in 2009. REI funds will be used to purchase supplies and fund communication materials in order to facilitate outdoor recreation on Anchorage trails.

Another grant recipient, **Alaska Trails**, will use their \$5,000 grant for the Hillside Singletrack Trail Project for Youth Employment in the Outdoors, a collaboration of public and private organizations in Anchorage. This grant project will engage disadvantaged youth in the outdoors through education and on-the-ground trail building experience while providing additional expertise for the Anchorage Parks & Recreation Department's **Youth Employment in Parks** (YEP) program.

### **About REI**

REI is a national outdoor retail co-op dedicated to inspiring, educating and outfitting its members and the community for a lifetime of outdoor adventure and stewardship. Founded in 1938 by a group of Pacific Northwest mountaineers seeking quality equipment, REI operates retail stores nationwide, two online stores – <http://www.rei.com> and <http://www.REI-OUTLET.com> – and an adventure travel company, REI Adventures. REI offers products from all of the top brands for camping, climbing, cycling, fitness, hiking, paddling, snow sports and travel, including its own line of award-winning outdoor gear and apparel. While anyone may join or shop at REI, members pay a one-time \$20 fee and receive a share in the company's profits through an annual member refund based on their purchases. As an active supporter of the communities in which it does business, REI is committed to promoting environmental stewardship and increasing access to outdoor recreation through education, volunteerism, gear donations and financial contributions.