



## Grassroots Outdoor Alliance and Columbia Sportswear Company Announce Inaugural Belay Program Recipients

SALT LAKE CITY--(BUSINESS WIRE)-- Grassroots Outdoor Alliance (GOA) and Columbia Sportswear Company (CSC) are proud to recognize dynamic local conservation projects and people who share our passion for the outdoors through the launch of the CSC/GOA Belay Program.

GOA and CSC share a mission of promoting long-term environmental good for the great outdoors on local, national and global levels. To demonstrate our commitment to the outdoors, as well as CSC's appreciation of GOA members' current conservation efforts, we have established the CSC/GOA Belay Program. To belay is simply to secure and safeguard a climber by using rope. The Belay Program is designed to provide the basic necessities to secure and safeguard local projects that improve our environment.

"The Belay Program will provide direct support for additional local conservation projects, promote community partnership and volunteerism, and enhance current GOA projects and partnerships," said Roanne Miller, President, GOA. "We're very excited to partner with Columbia to work with such a dynamic group of partners and projects."

Over thirty applications were submitted from organizations around the United States for the 2012 program year. GOA members selected the following 10 grant recipients who will each be awarded \$5,000 in cash, and/or product from CSC.

**2012 Awards** listed by project name, grant recipient/GOA partner:

- **Chattahoochee River Cleanup Program**, [Upper Chattahoochee Riverkeeper\(UPR\)](#)/Outside World
- **Climbing Higher Program**, [City of Chattanooga, Parks and Recreation Therapeutic Recreation Services](#)/Rock Creek Outfitters
- **Columbia SC Whitewater Park**, The Explorer Group/Half Moon Outfitters
- **Eastern Sierra Youth Conservation Corps**, [Friends of the Inyo \(FOI\)](#)/Wilson's
- **Every Child Outside: Outdoor Adventure Programs at Common Ground**, [Common Ground](#)/Trailblazer
- **Knoxville Urban Wilderness Youth Camp**, [Legacy Parks](#)/River Sports
- **Mountains to Sea Trail Month**, [Friends of the Mountains to Sea Trail](#)/Great Outdoor Provision Company
- **Planting Oysters, Growing Stewardship**; [Lynnhaven River NOW](#)/Wild River Outfitters
- **RiverSweep**, [Ohio Canal Corridor](#)/Appalachian Outfitters
- **Safeguarding the Wild Legacy of our nation's First National Forest**, [Wyoming Outdoor Council](#)/Wild Iris

"The projects supported by the recipients of the inaugural Belay Program reflect an incredible devotion to protecting the environment and helping to ensure that wilderness areas and other fragile ecosystems can be enjoyed for generations to come," said Scott Welch, Corporate Relations Manager at CSC. "We are extremely proud to partner with the GOA and these impressive organizations."

**Grassroots Outdoor Alliance:** Grassroots Outdoor Alliance unites independent outdoor retailers as a strong voice to protect and promote the experience of outdoor enthusiasts across the United States. We enable access to best business practices for our retail members, to the best equipment and apparel brands for the public, and to the backcountry for all.

**Our retail members** are eighty stores working together to create a national network or promotion, access and information. We uphold the highest standards of financial stability and reliability in vendor relations. We are intimately involved in the development of local economies, communities, customer bases, events, education and initiatives related to the enhancement and enjoyment of outdoor experiences.

**Our vendor partners** offer the most reliable and evolutionary products available in outdoor gear and apparel. They are collaborative and open to participating in events, education and marketing based on regional and local engagement of sport

and fashion. They are committed to sport, to outdoor recreation and to improving the lives and lived environments of loyal customers across the United States.

### **About Columbia Sportswear Company**

Columbia Sportswear Company (NASDAQ:COLM) is a global leader in branded outdoor apparel, footwear, accessories and equipment. Columbia Sportswear Company products are sold in more than 100 countries under the Columbia®, Mountain Hardwear®, Sorel®, and Montrail® brand names, which have earned an international reputation for innovation, quality and performance. To learn more, please visit the company's websites at [www.columbia.com](http://www.columbia.com), [www.mountainhardwear.com](http://www.mountainhardwear.com), [www.sorel.com](http://www.sorel.com), and [www.montrail.com](http://www.montrail.com).

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Source: Columbia Sportswear Company

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