



Outdoor Trade Groups Announce Collaborative Effort on Climate Change Solutions *OIA, SIA and NSAA align to create the Outdoor Business Climate Partnership*

Denver, Colo., January 30, 2019— Today, at the Outdoor Retailer Snow Show, Outdoor Industry Association (OIA), Snowsports Industries America (SIA) and the National Ski Areas Association (NSAA), announced the formation of the **Outdoor Business Climate Partnership**, an alliance that will provide leadership on advocacy and inspire meaningful action on climate change across the outdoor business sector.

Climate change is a threat to the outdoor recreation industry and the \$887 billion it contributes annually to the U.S. economy. The group's businesses, customers and the nearly 150 million Americans who participate in outdoor activities each year are dependent on a stable climate and have a vested interest in being part of climate solutions.

The Outdoor Business Climate Partnership is the first-ever broad collaboration among the trade groups, who now stand united in working to mobilize their memberships to increase action on climate change. The group will join forces to support the passage of comprehensive, bipartisan climate legislation in Congress, the adoption of market-based policies that reduce greenhouse gas (GHG) emissions, and decarbonization of the grid through state and utility level initiatives.

"Outdoor Industry Association and our members have a two-part effort to addressing climate change. Over the last decade, we've led the way in developing tool sets to reduce the environmental impacts of the products we sell. These efforts have been adopted by major retailers and brands in the outdoor industry. In tandem, we use our industry's unified voice to support impactful policies at the state and federal level," said Amy Roberts, OIA Executive Director. "Our efforts can be magnified by coming together with these other associations to collaborate and bring a stronger voice to the table in hopes of amplifying our impact in addressing this global issue."

"As three associations representing outdoor retailers, brands, suppliers, and resorts across the country, we share a common desire to see progress on climate and are joining hands to amplify our impact. This kind of bold collaboration and commitment is what's needed now if we're going to effectively tackle this urgent issue," said SIA's President, Nick Sargent.

"This new partnership is an important milestone in NSAA's continuing efforts to lead on climate change solutions," says Kelly Pawlak, NSAA President and CEO. An 'all hands on deck' approach is essential in

meeting a challenge as significant as climate change, and together we'll have a stronger voice to drive change inside and outside of the outdoor recreation industry," said Pawlak.

The announcement was made at the 2019 Outdoor Retailer Show Snow, the annual gathering of the outdoor and snow sports industries in Denver.

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About Outdoor Industry Association: Based in Boulder, Colo., with offices in Washington, D.C., Outdoor Industry Association (OIA) is the leading trade association for the outdoor industry and the title sponsor of Outdoor Retailer. OIA unites and serves 1300 manufacturer, supplier, sales representative and retailer members through its focus on trade and recreation policy, sustainable business innovation and outdoor participation. For more information, visit outdoorindustry.org.

About SIA: Snowsports Industries America is the non-profit, member-owned trade association representing snow sports suppliers with constituents in the retail, rep and resort communities. We're helping our members succeed by providing insightful research, innovative education and growing participation. Learn more at www.snowsports.org

About NSAA: The National Ski Areas Association (NSAA) is a trade association representing the interests of 300+ ski areas, their operators, and industry suppliers. Formed in 1962, NSAA supports multiple initiatives and programs for member areas, including growth, safety and sustainability from its Lakewood, Colorado headquarters. Learn more about NSAA's mission and programs at NSAA.ORG.

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