

Outdoor



Loyalty

## Outdoor Retailer "Show of Shows" for the Outdoorist and Outdoor Industry

Without hesitation we, here at OutdoorLoyalty.com, considered the Outdoor Retailer Show the "Greatest Show on Earth". It is about all things Outdoor. This show, residing in Salt Lake City, is open to the Outdoor Industry, bringing 1,600 exhibitors (Outdoor Manufacturers), 20,000 attendees (Outdoor Retailers) and \$20,000,000 infused into the host city during the 4 day show event. Today is opening day and already there has been 2 days of Open Air Demonstrations of new products being displayed at the show. Also, there has been some 30 seminars ranging from Outdoor Youth Programs to Sustainability (Climate Change) Issues. Many of the topics pertain to protecting and upgrading our National Park Systems and promoting the youth around the World to explore and enjoy the Outdoors that exists around them. The OR Show seminars also support the biggest issue facing all humans and other wildlife around the World- Climate Change- and sustaining the delicate balance of our environment we all depend on every day of our lives.

OutdoorLoyalty.com engenders all of these issues being promoted by the Outdoor Industry and organizations like Outdoor Industries Association (OIA) facing our current population and future generations. Our vision is grass roots driven by bringing Outdoor Retailers, Outdoorists and Outdoor Manufacturers together to motivate individuals, organizations and federal agencies to take action. This coalition promotes infrastructure upgrades on our Public Lands, educate and engage our youth about the environment and encourage volunteerism by our adult population to support sustainability on all levels of our society brings a vast resource of people together in one cause- To Save The Earth.

The 20+ years I have been a part of the Outdoor Industry has given me a true understanding of the Stewardship the Outdoor Industry provides in sustaining these Great Outdoors, Wild Places and parts unknown. All people of all ages, genders and political viewpoints are welcome to partake in this venture we all envision as necessary and urgent in nature. OutdoorLoyalty.com continues to promote and engage us all to contribute to protect and preserve our promised lands endearingly called Earth.

Below is a very interesting perspective on the vision of the Outdoor Industry.

<http://oia.outdoorindustry.org/shared/webmail/51282/43800832/d77c4949f7f9ff53bc10c49daaa2bf0b>

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