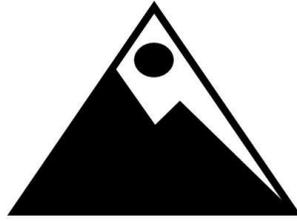


Outdoor



Loyalty

## **Outdoorists Sustaining Our Planet Earth**

**OutdoorLoyalty...Conservation...Resources**

Individuals, Outdoor Organizations and Countries are all, separately or collaboratively, moving towards a Global Initiative to Protect, Reconstitute and Support our environment by embracing Climate concerns and giving forward to future generations. OutdoorLoyalty.com recognizes the urgency to motivate the Outdoor Industry and it's participants towards setting goals on every level by rewarding goal attainments, participation and creative initiatives for protecting our environment.

By this point in this blog you are starting to think "where's the beef"? Climate concerns, Sustainability, Global Initiatives, etc. etc. etc...I'm right there with you. There are many Non-Profit Organizations as well as For-Profit Companies directing their energies and resources toward Environmental Issues. There is one such collaboration that has just initiated a joint venture of Great Importance. Yonder is joining The Conservation Alliance to Protect and Preserve North America's "Last Wild Spaces" in a venerable partnership.

Yonder is the leading Outdoor Recreation mobile platform and the world's largest Community of Outdoorists. Their focus is on National Parks and Forests, the Great Mountain Ranges of the Americas, Canyons and the Rivers that run thru them, Oceans surrounding the continent and the Lakes within. Yonder shares and tracks Outdoor Journeys accomplished by individuals and groups, discovers outdoor experiences for those hardy hikers, plans outdoor adventures and inspires others who share a passion for the Great Outdoors. An Outdoorist (or anyone for that matter) can go on Yonder's website and search nearly any outdoor activity like hiking, running, biking, camping, photography, etc. and Yonder can help organize, support and track that venture. Now that is where OutdoorLoyalty.com comes on the scene and supports supports the idea that Outdoor Retailers reward their customer's participation in these recorded events.

For further information on Yonder checkout : [www.Yonder.it](http://www.Yonder.it)

The Conservation Alliance is an organization of Outdoor Businesses whose collective contributions support grassroots Environmental Organizations to protect "wild" places for Outdoorist's activities. The Alliance funds programs directed at protecting rivers, trails, wetlands and hiking/climbing areas. The Alliance is open to all aspects of the Outdoor Industry including Manufacturers, Retailers, Publishers, Textile Mills and Sales Representatives. This diverse group of businesses, whose livelihood depends on protecting our Natural Environment, is very motivated to generate solutions. The Conservation Alliance

is one of the most active organizations combatting environmental issues today. For further information on the Conservation Alliance visit [www.conservationalliance.com](http://www.conservationalliance.com).

OutdoorLoyalty.com considers these alliances invaluable to all of us for their compassion and commitment to our environment's protection and preservation for all on every continent and every culture within. Future generations will have "their" issues they will deal with in time, but our commitment to restoring the natural balance of climate issues we face today is critical for not only future generations, but all of us at this moment in our time.

Remember our tagline: Reward...Outdoor...Activities [www.outdoorloyalty.com](http://www.outdoorloyalty.com)

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