

Outdoor



Loyalty

### Rivers Of America...Outdoorist and our Environment

In the earliest beginnings of growth in America, we find the first true Infrastructure of our Culture. At the beginning of the 19<sup>th</sup> Century, Lewis and Clark ventured West on an epic journey. Beginning at the confluence of the Mississippi and Missouri Rivers, they successfully navigated through pristine countryside to the Columbia River and finally to the Pacific Ocean. By the end of the 19<sup>th</sup> Century, Industrialists created Communities, Towns and Cities along those Causeways. As we entered the 20<sup>th</sup> Century and the Industrial Revolution took hold, the major rivers across this Country were harnessed to produce energy to help create Great Industries and thus advance our Society as never before.

As we entered the 21<sup>st</sup>, these Great Waterways have become the new playground for Whitewater paddlers, Fly Fishermen and Guided River Raft Trips. Simply saying, this has become the beginnings of the Outdoorist “wilderness experience” in America. We all have been energized after an exhilarating hike to stop along a river, stream or brook to feel Mother Nature at her best. Water Recreation Activities add a sense of responsibility to protecting those rivers. Recreationists have a pact with our society to protect, sustain and cherish these waterways so as to pass on this experience to future generations.

The link below guides you to an article about 5 iconic rivers in America entitled Rivers for Recreation Part 1: The Fab Five by Jacob Baynham. This article is one in a series published by OIA as a four part series directed at The Outdoor Industry. Can you imagine outdoor activities like these being rewarded not only by intrinsic satisfaction but by “Points for Participation”...

<https://outdoorindustry.org/article/americas-five-favorite-rivers-for-recreation/#articles,business-2,sustainability>

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Contact: [jack@outdoorloyalty.com](mailto:jack@outdoorloyalty.com)