

Contact:
Ali Steimke
Outdoor Industry Foundation
asteimke@outdoorindustry.org
303.327.3515



Outdoor Industry Foundation Announces Cause Marketing Program – Play It Forward

March 20, 2007 Boulder, CO - Outdoor Industry Foundation (OIF) announces **Play It Forward**, a cause marketing campaign to raise funds for OIF's youth outreach programs. **Play It Forward** gives outdoor businesses and outdoor enthusiasts an easy yet meaningful way to contribute to industry-wide initiatives to get youth active in the outdoors.

Play It Forward asks participating companies to donate a portion of pro-deal and employee discount purchase proceeds to fund outreach programs that promote the active outdoor lifestyle. The program engages all levels of the outdoor community in reaching out to get youth active in the outdoors.

Play It Forward is a flexible program that individual outdoor businesses can customize, but all **Play It Forward** programs share a common thread - a good deed by an individual (adding \$1 to their order) is matched by an outdoor business (to make it \$2) and then doubled through the generous support of VNU/OR. \$1 becomes \$4!

All proceeds from **Play It Forward** go directly to fund 3 outdoor industry programs managed by OIF: [Teens Outside!](#), [Outdoor Idols](#) and [The Great American Backyard Campout](#).

"As a cause marketing program, **Play It Forward**, allows participating businesses to raise funds for OIF and educate the greater outdoor community about the need to pass on a legacy of active outdoor recreation", said Michelle Barnes, VP of OIF. "Uniting for a common cause is not new, and we believe our industry will embrace this program."

OIF calls on all outdoor businesses to adopt **Play It Forward** and be part of OIF's industry wide initiative to get youth active. Look for the **Play It Forward** Logo when shopping for pro-deals and employee discounts. If you don't see it, ask that **Play It Forward** is adopted!

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About Outdoor Industry Foundation

Outdoor Industry Foundation (OIF) is a not-for-profit 501(c)3 foundation established by the outdoor industry to inspire and grow future generations of outdoor enthusiasts. Learn more about OIF at www.outdoorindustryfoundation.org or email info@outdoorindustry.org or call 1.303.444.3353.