



September 3, 2014

Dear Members of Congress,

As outdoor industry businesses that make and sell products for active use in the outdoors, we write to express our enthusiastic support for the Wilderness Act of 1964, which celebrates its 50th anniversary this year. Using the Wilderness Act, Congress has protected both the crown jewels of our federal lands in the National Wilderness Preservation System and thousands of rivers, trails, cliffs, and canyons through simultaneous designations including National Conservation Areas and National Recreation Areas. These protections inspire all Americans to enjoy our precious public lands.

We know that our customers, the 140 million Americans that get outside each year, value Wilderness areas as places to hike, ski, climb, paddle, hunt, fish, watch wildlife, and take a break from our increasingly busy world. As America's population grows, and participation in outdoor recreation increases, so does the responsibility to protect Wilderness and public lands. Unfortunately, Congress has failed to pass many broadly supported public lands bills over the past four years. This anniversary provides a once-in-a-generation opportunity to celebrate these areas that support outdoor recreation for all our citizens.

Our Wilderness heritage sets us apart from other nations. These wild mountains, forests, deserts, and coastlines help define us as Americans and are a critical driver of economic activity. Undeveloped lands and waterways, and the special outdoor recreation experiences they offer, are essential for the \$646-billion outdoor recreation economy. The Wilderness Act preserves landscapes that are important to our broad customer base and the 6.1 million American jobs supported by our industry.

When President Lyndon Johnson signed the Wilderness Act into law, his signature codified that "A wilderness, in contrast with those areas where man and his own works dominate the landscape, is hereby recognized as an area where the earth and its community of life are untrammelled by man, where man himself is a visitor who does not remain." It is in these Wilderness areas that our customers have their most profound outdoor experiences. We embrace the Wilderness Act because:

- *Wilderness is the highest level of protection the US government can bestow on federal lands.*
- *Wilderness areas are the crown jewels of our natural heritage.*
- *Wilderness areas provide opportunities for outdoor recreation both within the Wilderness and on adjacent protected lands.*
- *Wilderness is an economic driver for communities that surround these areas, providing economic activity related to tourism, outdoor recreation, attracting businesses opening near recreation assets and wild and scenic places, and new residents looking for a high quality of life.*
- *Wilderness areas preserve essential habitat for wildlife, and protect watersheds that provide drinking water to many cities and rural communities.*



In honor of this important anniversary, we urge Congress to act on the many Wilderness and public land bills that have been introduced, but are languishing in committee. Most of these bills have undergone thorough vetting at the local level, and enjoy strong support from the communities nearest the lands they would protect. Protecting Wilderness today is an immediate investment in the outdoor recreation economy, and a gift to future generations.

Sincerely,

22 Designs	Elemental Herbs
2nd Wind Sports	ExOfficio
Adventure 16	Exxel Outdoors
Amer	Farm to Feet
American Alpine Institute	Feathered Friends
Appalachian Mountain Club	FiTAD
Arc'teryx	FlyLow Gear
Backwoods	Fontana Sports Specialties
Benchmade Knife Company	Footloose Communications
Black Diamond	Glacier Clothing Company
Blue Ridge Marathon	GO Outside Festival
Brook Hopper Consulting	Good To-Go
Broudy/Donohue Photography	Grassroots Outdoors Alliance
Buff, Inc.	Greenspace
Burton	HB Tune
California Canoe & Kayak	HOWADESIGN
Camelbak	Ibex
Cascade Designs	Joovy
Cascade Web Development	KEEN, Inc.
Cedar Industries, Inc.	Kelty
Centro	Kialoa
Chaco	Kinderlift
Clif Bar & Company	Klean Kanteen
Coach-Net	Kokatat
Coaxsher Inc.	Liberty Mountain
ColdAvenger	Lightspeed Outdoors
Confluence	LOWA Boots
Conservation Alliance	Lucy
Conservation Legacy	Marmot
Corporate Image Outfitters	MercuryCSC
Deckers	Merrell
DRO Davidson River Outfitters	Metolius Climbing
Eagle Creek	Midwest Mountaineering
Eagle's Nest Outfitters, Inc.	Morsel Munk
ECCO USA, Inc.	Mountain Gear
Eddie Bauer	Mountain Hardware



Mountain Khakis
MTI Adventurewear
Mystery Ranch
Nantahala Outdoor Center
NEMO Equipment, Inc.
Nester Hosiery
New Hampshire Division of Parks and Recreation
Nikwax
Northwest Rafting Company
Notogroup
Oboz Footwear
Osprey Packs
Outdoor Divas
Outdoor Gear Exchange
Outdoor Research
Outdoor Retailer
Outpac Designs
Outward Bound
Pachner & Associates, LLC
Patagonia
Perpetual Motion NW
Petzl
Pinnacle Outdoor Group
Piragis Northwoods Company
PlumRiver, LLC
Prana
Quickfeat
Rainy Pass Repair, Inc.
Redington
REI
Revolution House Media
Rio
Rising Tide Associates
River Sports
Roanoke Outside Foundation
Ruffwear
Rutabaga
Sage

Sanitas Sales
SCARPA North America, Inc.
Schoeller Textil USA
Sea to Summit
Seattle Sports Company
Sierra Designs
SmartWool
Smith Optics
Snugpak
Sorensen's Resort
SylvanSport
Tahoe Mountain Sports
Talic, Inc.
Terra Public Relations
The Corps Network
The Forest Group
The Mountain Lab
The North Face
The Trail House
Thule
Timberland
Toad & Co.
Turtle Fur
Under Solen Media
Uretek LLC
Vans
Vapur
Vasque
Verde Brand Communications
Vibram USA
Warehouse Rock Gym
Western Spirits
Wild Places, LLC
Wild Things, LLC
Wilderness Press and Menasha Ridge Press
Woolrich
Worthwild
Yakima Racks
Zumiez