



The Leave No Trace Center for Outdoor Ethics Receives The North Face 2016 Explore Fund Grant

Boulder, CO – 7/8/16 – Leave No Trace is proud to announce The North Face awarded a 2016 Explore Fund grant for The Leave No Trace Nature Keeper Program.

The North Face selected a total of 45 nonprofits that engage their participants in opportunities that inspire a lifelong love of the outdoors. Selected programs use outdoor exploration as a catalyst for positive personal or societal change, to encourage participants to try new outdoor activities, and promote environmental stewardship values.

“Encouraging people to experience and enjoy the outdoors has been our mission at The North Face since we were founded 50 years ago,” said Ann Krcik, senior director of Outdoor Exploration at The North Face. “We are proud to support these outstanding programs that expose participants to the beauty and joy of the outdoors. Through these Explore Fund grants, we are building a community of outdoor explorers and inspiring people to love and protect the places where we play.”

The Leave No Trace was established in 1994 to teach people of all ages how to enjoy the outdoors responsibly and is the most widely accepted outdoor ethics program used on public lands. To sustain healthy, vibrant natural lands for all people to enjoy, now and into the future. Every person who ventures outside puts Leave No Trace practices into action.

As part of its mission to start a global movement of outdoor exploration, The North Face introduced Explore Fund (www.explorefund.org) in 2010 and the program has since provided more than \$2.2 million in grants to organizations committed to inspiring people to explore the outdoors and care for the environment.

To learn more about Leave No Trace and visit www.LNT.org

About The North Face®

The North Face, a division of VF Outdoor, Inc., was founded in 1966. Headquartered in Alameda, California, the company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snowsport athletes, endurance athletes, and explorers. The company's products are sold in specialty mountaineering, backpacking, running, and snowsport retailers, premium-sporting goods retailers and major outdoor specialty retail chains.

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