



San Diego's Juan Herrera named as one of eight 'Outdoor Idols'

*Outdoor educator joins charter roster of leading young athletes and trendsetters
tasked with spreading outdoor inspiration to the next generation*

SALT LAKE CITY, UTAH (August 22, 2006) – Outdoor educator Juan Herrera, 23, was named to the charter roster of Outdoor Idols at the annual Outdoor Retailer Summer Market, the world's largest trade show for active outdoor activities such as hiking, climbing, bicycling, and paddling.

A program of Outdoor Industry Foundation (OIF), the Outdoor Idols campaign is designed to raise the profile of youth athletes that are pushing the threshold of outdoor sports and inspiring the next generation of outdoor enthusiasts.

"Many kids I work with don't believe that I once was in their shoes—being on the streets, getting caught up in gang activities and going through the system for homeless teens," said Herrera. "Now I have risen above the influence of the streets and become an outdoor enthusiast and instructor."

In addition to Herrera, the inaugural list of Outdoor Idols included Logan Binggeli, 16 (St. George, Utah); James Bonnett, 19 (Scottsdale, Ariz.); Emily Jackson, 16 (Rock Island, Tenn.); Kerry-Anne Hamilton, 11, (Whistler, BC); Emily Harrington, 19 (Boulder, Colo.); Travis Macy, 23 (Boulder, Colo.); and Rush Sturges, 21 (Forks Of Salmon, Calif.).

"The outdoor world has always been fueled by inspiration. We are moved to act by our natural surroundings, by the peaks and rivers, and by the actions of others," said Frank Hugelmeyer, Outdoor Industry Association President. "By raising the profile of the next generation of outdoor heroes, we're hoping to lay the foundation for future inspiration to youth throughout America."

A self-described adrenaline fanatic, Herrera is an instructor for Outdoor Outreach, a California non-profit organization. Herrera helps teenagers experience a broad range of outdoor activities, from snorkeling and rock climbing to mountain biking and snowboarding. As an organization, Outdoor Outreach provides opportunities for at-risk and underprivileged youth to gain confidence and self-esteem through outdoor participation. His hometown is San Diego, Calif.

"I may not be a professional athlete," Herrera adds, "but I do know that if I did not have this opportunity, I'd probably be six feet under by now."

The eight young athletes were honored in a special press conference at the start of the trade show, and received a commemorative belt buckle from Utah First Lady Mary Kaye Huntsman. As Outdoor Idols, the octet will become ambassadors for the active outdoor lifestyle to the youth market, and ambassadors for the youth market to the outdoor industry.

A panel of 20 outdoor journalists, industry leaders and outdoor athletes nominated and voted to select the final Outdoor Idol list. The panel chose from a broad range of outdoor activities, including climbing, bouldering, biking, trail running, adventure racing, whitewater paddling, mountaineering, fly-fishing, expeditions, and outdoor instruction.

To be named to the select group, each of the Outdoor Idols were required to be under the age of 25; to be a trendsetter in their respective sport(s); to exemplify the ethos of the outdoor industry; and to be helping grow participation in outdoor recreation by motivating others to get active. Information on the Outdoor Idols, including upcoming appearances, pictures and biographies is available at www.outdooridols.org.

About Outdoor Industry Foundation & Outdoor Industry Association

Outdoor Industry Foundation (OIF) is a non-profit foundation established by Outdoor Industry Association to encourage active outdoor recreation for all Americans. OIF's charter is to increase participation in outdoor recreation and to encourage and support healthier, more active lifestyles through education, partnerships, programs and advocacy. For more information go to www.outdoorindustryfoundation.org or call 303.444.3353. ###