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**CONTACT:** Peyton Fleming, Ceres, 617-733-6660 or [fleming@ceres.org](mailto:fleming@ceres.org)

Amy Roberts, Outdoor Industry Association, 303-327-3511

## **Outdoor Industry Association Joins BICEP Business Coalition Advocating Strong Energy, Climate Policy**

BOSTON (June 3) – The Outdoor Industry Association (OIA), which represents many of the largest outdoor recreation companies in the nation’s \$730 billion outdoor recreation economy, today announced it is joining Business for Innovative Climate & Energy Policy (BICEP), a coalition of major American businesses pushing for passage of comprehensive climate and energy legislation in the U.S.

The announcement is being made at a 2 pm news conference today of leading Northwest companies, including Weyerhaeuser, Nike and Inovus Solar, calling for immediate Congressional action to enact climate and energy legislation.

“Healthy public lands that support the nation’s \$730 billion outdoor recreation economy are imperiled by a warming climate,” said Frank Hugelmeyer, president of OIA. “The outdoor recreation industry and those who pursue outdoor activities are among the first to experience the impacts of climate change on our public lands. We believe our industry is in a unique position and has a responsibility to offer leadership on this important issue.”

The Outdoor Industry Association is a national trade association that serves 4,000 retailers, distributors and suppliers in the active outdoor recreation industry. Its members include recognized brands and retailers such as REI, Patagonia, North Face, Levi Strauss and LL Bean. OIA is the 18<sup>th</sup> BICEP member and joins consumer giants Best Buy, Nike, Symantec, Target, eBay, Starbucks and Timberland among the coalition’s members.

“With the Gulf of Mexico disaster staring us in the face and clean energy legislation pending in Washington, there couldn’t be a timelier moment to welcome such a prominent business voice to BICEP,” said Mindy Lubber, president of Ceres, a leading coalition of investors and environmental groups that coordinates BICEP. “American businesses across the economic spectrum know that tackling energy independence and climate change now is imperative, and the outdoor recreation industry sees climate change directly threatening its business model every day. It’s time for Washington and specifically the United States

Senate to act.”

The U.S. House passed comprehensive energy and climate legislation last June, and a Senate coalition headed by Democrat John Kerry of Massachusetts and Independent Joseph Lieberman of Connecticut is considering similar legislation for the Senate. The Obama administration has also been active in pushing for a comprehensive bill this year.

More about BICEP's nine core principles for energy independence and climate policy can be found at: <http://www.ceres.org/bicep>

**About Ceres and BICEP:** Ceres is the largest coalition of investors, environmental and public interest organizations in North America. BICEP members include Levi Strauss & Co., Nike, Starbucks, Best Buy Co., Inc., Target Corp., The Timberland Company, Aspen Skiing Company, Clif Bar & Company, eBay, Gap Inc., Jones Lang LaSalle, The North Face, Seventh Generation, Ben and Jerry's, Eileen Fisher, Stonyfield Farm Inc., Symantec and the Outdoor Industry Association.

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