

## Rock/Creek and Patagonia Announce \$3,100 Grant for Lula Lake Land Trust

Chattanooga-based outdoor retailer Rock/Creek, along with apparel and equipment manufacturer Patagonia, announce the latest in a series of grants for conservation projects carried out on Lookout Mountain by the Lula Lake Land Trust.

### FOR IMMEDIATE RELEASE

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In a continued commitment to provide local, low impact access to the outdoors, Rock/Creek, in conjunction with Patagonia, announces a \$3,100 donation to the Lula Lake Land Trust. The grant money awarded supports a growing trail network aimed at linking the Land Trust's protected land with Cloudland Canyon State Park.

Adelaide Bratcher, Development Head for the Lula Lake Land Trust, commented on the partnership: "The Lula Lake Land Trust is fortunate to work with Patagonia and Rock/Creek because of the dedication shown by these two businesses to this organization. Without the help of Patagonia and Rock/Creek, new trails, accessibility to the public, and events like this upcoming trail run would be impossible. We at Lula Lake, cannot thank Patagonia and Rock/Creek enough."

To date, Rock/Creek and Patagonia have donated \$9,225 to the Lula Lake Land Trust's efforts. The most recent donation goes to the development of the High Point trail. On December 20th the newly created High Point trail will be the venue for Chattanooga's longest trail run. The inaugural run of the historic Lookout Mountain 100k trail race will be presented by Rock/Creek, and Vasque, and will benefit The Wilderness Trail Running Association (The Boonies). In addition to the 100k main event, the day will also feature a 10K race for those interested in participating in a shorter run. More information about the Lookout Mountain 100k Trail Race can be found on the event website:

<http://www.rockcreek.com/lookout/>

Grant awards are not the only method by which Rock/Creek supports the Land Trust. Rock/Creek further assists the non-profit organization by working directly on the trail system. Members from The Boonies and Rock/Creek employees take weekly trail building trips to the area. Once completed, the High Point and Cloudland Canyon Connector trails will open up 1000 acres of pristine public land to low impact recreational uses. The protected area is in the heart of the ancient Appalachian mountains and encompasses one of America's most diverse ecosystems. Users of the trail will be blessed with an intimate experience within a unique system of flora and fauna.

Lula Lake Land Trust was established in 1994 by the will of Mr. Robert M. Davenport. Since the Trust's inception, it has focused on preserving the natural beauty of the rock creek watershed through education, research and conservation. The trust protects species such as the threatened Virginia Spiraea, a flowering shrub that is classified in the rose family. Virginia Spiraea was previously known to exist in only one other area of North Georgia. Rock/Creek has a long history of supporting Lula Lake Land Trust through financial assistance and grassroots support. Dawson Wheeler, co-owner of Rock/Creek, shares his enthusiasm for the project: "Lula Lake Land Trust has a long history of land conservation on Lookout Mountain. We're proud to be involved with their visionary project linking the front of Lookout with Cloudland Canyon. This corridor links two key wilderness areas and opens access for hiking, trail running, and other low-impact uses."

Please see Rock/Creek Outfitters' environmental statement for more details on the company's commitment to responsible outdoor recreation.

[http://www.rockcreek.com/customer\\_service/environmental.asp](http://www.rockcreek.com/customer_service/environmental.asp)

For photos from Lula Lake Land Trust, see Rock/Creek's flickr page:

<http://www.flickr.com/photos/rockcreek/sets/72157594240850537/>

Information on the efforts of Lula Lake Land Trust's effort can be found at

<http://www.lulalake.com>

About Rock/Creek:

Rock/Creek, member of the Grassroots Outdoor Alliance, is an independent specialty outdoor retailer with over two decades of experience in the Southeast. Along with its online shops, RockCreek.com and ClimbingGear.com, Rock/Creek provides quality outdoor clothing and gear for a host of activities including kayaking, rock climbing, camping, hiking, trail running, and adventure racing. Rock/Creek is committed to making a positive impact on the environment. For this reason, it uses outdoor retail as a platform to encourage outdoor recreation and environmental stewardship and to improve public access to the backcountry. Rock/Creek supports worthy nonprofits such as the Southeastern Climbers' Coalition and the Wilderness Trail Running Association.

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