

Midwest Mountaineering Dedicate 10% of Pre-Tax Profits to Environmental Grants

For Immediate Release

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Minneapolis, MN, July 14th, 2008 — Midwest Mountaineering has announced recipients of their Environmental Grants Program. Midwest has long committed to donate 10% of pre-tax profits to environmental causes that they support. This is the first year employees of Midwest Mountaineering have voted to decide on the funding. Owner Rod Johnson said of the grants this year, "We support their efforts and enjoy the benefits of their programs and hope you will, too! These are the people who make sure we keep our outdoor treasures for future generations."

Recipients of Midwest Environmental Grants

- The Conservation Alliance – <http://www.conservationalliance.com>
- Eco-Education – <http://www.ecoeducation.org>
- Kinnickinnic River Land Trust – <http://www.kinniriver.org>
- Lonnie Dupre – <http://www.lonniedupre.com>
- Mississippi Whitewater Park – <http://www.whitewaterpark.canoe-kayak.org>
- North Country Trail Association – <http://www.northcountrytrail.org>
- U of MN Raptor Center – <http://www.raptor.cvm.umn.edu>
- Superior Hiking Trail Association – <http://www.shta.org>

Midwest, member of the Grassroots Outdoor Alliance, is passionate about these causes and about promoting outdoor recreation in general. Each year Midwest host's two Adventure Expos (April & November) and many clinics, sales and trips to support outdoor enthusiasts in Minneapolis. The most recent Spring Expo yielded 60 Exhibitors, over 60 Presentations, and a screening of the Banff Film Festival. Beyond special events, Midwest has its own climbing cave, open daily and encourages climbers with special programs like Bouldering Divas!

At the Winter Adventure Expo in November, Midwest is proud to announce that they will have Dr. John Francis as a key speaker. Dr. John Francis, is an environmentalist best known as for his actions famously lived without car transportation for over 17 years and started Planet Walk in 1982. He was recently profiled in Backpacker Magazine, and spoke at The Conservation Alliance Breakfast this past winter.

About Midwest Mountaineering

Midwest Mountaineering has been the leader in outdoor retail in the Minneapolis area since 1970. Owner and local climber Rod Johnson started the company based out of necessity for outdoor gear to support his endeavors. The store is renowned for its expertise and customer service exhibited by employees who inspire the community by doing what they love. Midwest Mountaineering is a member of the Grassroots Outdoors Alliance.
<http://www.midwestmtn.com>

About Grassroots Outdoor Alliance

The Grassroots Outdoor Alliance is a group of independent outdoor Retailers.
<http://www.grassrootsoutdoors.com>