



**Adventure Out**  
Leading in Outdoor Adventure



## Adventure Out to Donate 1% of Revenue to the Environment

*[Adventure Out LLC](#), California's leader in outdoor adventure, is proud to join the [1% For The Planet](#) alliance. Starting in Fiscal Quarter 4 of 2006, Adventure out will donate 1% of all gross revenues to environmental organizations approved by the 1% For The Planet organization.*

Santa Cruz, CA – October 16<sup>th</sup>, 2006 – [Adventure Out](#), California's leader in outdoor adventure, has officially joined the [1% For The Planet](#) alliance. In doing so, they have joined with hundreds of other businesses around in the world to pledge support for environmental research and conservation.



1% For The Planet is an alliance of businesses committed to leveraging their resources to create a healthier planet. Members recognize their responsibility to and dependence on a healthy environment and donate at least 1% of their annual sales to environmental organizations worldwide. 1% For The Planet was launched in 2001 by Yvon Chouinard, environmental activist and founder of Patagonia, Inc., and Craig Mathews, owner of Blue Ribbon Flies. Chouinard calls this an "earth tax," recognizing that his company has a responsibility to conserve and protect the natural resources it utilizes to make and market its products.

"This makes so much sense for us", announced Adventure Out Owner/CEO [Cliff Hodges](#). "Our entire business operates in the outdoors with the goal of bringing our customers more in touch with the planet and cultivating a sense of respect and civic-duty towards environmental conservation". Adventure Out would like to thank all of its staff and customer-base for their resounding support of this decision, and furthermore, would like to encourage other businesses to consider doing the same.

### Who We Are:

Founded in 2002, Adventure Out is Northern California's leader in Outdoor Adventure. From surf lessons, to rock climbing trips, mountain biking, backpacking, and wilderness survival, Adventure Out does it all. With a team of experienced, certified, and insured guides, Adventure Out is the **ONLY** way to experience Outdoor Adventure in the Bay Area. Visit us on the web at <http://www.adventureout.com>, and we look forward to adventuring with you soon!

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