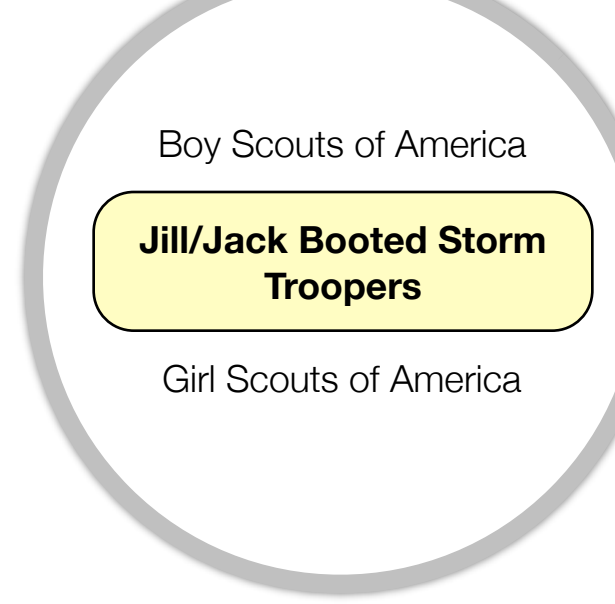


# Outdoor Industry Influencer Communities



alternate universe

- Locations**
- The Eiger
  - PCT
  - Appalachian Trail
  - Jackson Hole
  - Yosemite
  - Mad River Glen
  - Everest
  - Boulder
  - Boundary Waters
  - Patagonia
  - Rainier
  - Grand Canyon

**Data**

OIA TAPS  
**Industry Organizations**

Grassroots Alliance OIWC

The Piton SNEWS  
**Trade Publications**  
Gear Trends SGB  
BOSS Report or whatever the hell else they are called

Outdoor Retailer  
**National Shows**

SIA  
Outside Backpacker  
**Consumer Print/ Web Media**  
Local Pubs Smaller Pubs

Basecamp  
Pale Morning Media CGPR  
Darby Communications Momentum  
**PR Agencies**  
Backbone Media What's Up PR  
CarmichaelLynchSpong Verde PR

Outdoor Reps Association  
MWSRA WWSRA  
MORE **Regional Rep Associations/Shows** EORA  
WWSRA Grassroots

Sierra Club Professional Paddle Association  
Leave No Trace Conservation Alliance  
The Outdoor Foundation American Alpine Club  
Colorado Mountain Club American Alpine Institute  
Big City Mountaineers AHS  
Appalachian Mountain Club AMGA  
Chicks with Picks

Backcountry.com  
**Game Changing Retailers**  
REI

Too many to list  
**Professional Guiding Services**  
NOLS Outward Bound

Backpacker Backpacking Light  
TelemarkTips Gear Junkie Wildsnow  
BoaterTalk **Blogs/Forums** Pemba Serves  
Get Outdoors The Snaz  
Rock Climbing.com

- Ed Viesters  
Paul Parker  
Yvon Chouinard  
Colin Fletcher  
**Super Users**  
Lynn Hill  
Sr Edmond  
Shackleton  
Kasha Rigby  
backpackers  
backcountry skiers  
family campers  
mountaineers  
adventure travelers  
hikers  
kayakers  
sport climbers  
trad climbers  
snowshoers  
cross-country skiers  
bolderers  
ultralight backpackers  
ice climbers

