

FOR IMMEDIATE RELEASE

Royals Robbins Inc. Sponsors 'My Epic Adventure' Essay Contest for Teens

April 4, 2011, Coloma, CA - If an outdoor adventure is what you seek this summer, Epic Sierra is the trip for you. Royal Robbins Inc. and the American River Conservancy are offering an opportunity to win a two-week 'Epic Sierra Adventure.' High School youth, ages 14-18, are encouraged to submit an essay describing their ideal outdoor adventure and the importance of preserving wilderness areas. One winner will be selected to receive a full-price scholarship (\$1,750 value) for one of our 2011 summer adventures. Transportation to and from Coloma, CA is included in the award. Entry deadline is April 30th, 2011 with a winner to be selected in early May. For information about our 2011 trip schedule, along with full contest rules, visit www.epicsierra.org.

Epic Sierra Adventures is a program of the American River Conservancy, a non-profit community organization located in Coloma, California. Each two-week adventure combines recreational activities like hiking, biking and rafting with volunteer service projects. Teens spend time exploring scenic landscapes of the central Sierra that include Lake Tahoe, Mono Lake, Yosemite National Park and the South Fork of the American River. The program encourages teens to give back to the communities they visit by participating in a number of conservation projects such as trail building and habitat restoration.

Royal Robbins' support of the Conservancy and Epic Sierra builds on the company's history of supporting organizations that provide meaningful outdoor experiences for youth. A company rooted in the outdoors, Royal Robbins' apparel is built with a unique sense of style, performance and sustainability that is inspired by one of the world's greatest adventurers. With support from Royal Robbins, Epic Sierra Adventures provides valuable outdoor experiences that can inspire the next generation of adventurers.

For more information, contact Michael Dotson or Molly Hucklebridge at 530-621-1224, info@epicsierra.org, or online at www.epicsierra.org.

Epic Sierra Adventures is a program of the American River Conservancy. A non-profit community organization in the central Sierra foothills, the Conservancy preserves rivers and land for life. Visit online at www.arconservancy.org.###

Epic Sierra Adventures and the American River Conservancy

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