



FOR IMMEDIATE RELEASE

The Zappos Family and KEEN Footwear Tackle Trash on Mt. Charleston One Hundred Volunteers Clean Up and Repaint Popular Recreation Sites

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June 20, 2012 – The Zappos Family and KEEN Footwear joined forces with Friends of Nevada Wilderness and the U.S. Forest Service to clean up Mt. Charleston for the third year in a row.

One hundred volunteers spread out to tackle heavily-used recreation sites in Lee Canyon, about 40 minutes northwest of Las Vegas. Teams painted 53 picnic table and bench sets, cleaned out 45 public barbecue grills, and removed 15 cubic yards of trash. The volunteers also broke up illegal fire rings, and completed five miles of trail clean-up on the Sawmill and Blue Tree trails.

Kurt Kuznicki, Southern Nevada Program Director for Friends of Nevada Wilderness, led the project, sponsored by the Southern Nevada Agency Partnership. “I’m thrilled so many folks are willing to lend a hand to keeping public recreation areas in great condition. It’s our belief that if folks come out and see a freshly painted table and a beautiful picnic area, they’ll leave it that way.”

“It’s a great break-up to the work week – you get out of the office and get to help out,” said Temple, who works with Zappos Development, Inc. in content. “I’m super excited to come back next year!”

The Zappos family was full of smiles, and put one on Kurt’s face when they handed a check made out to Friends of Nevada Wilderness for \$5,000 to continue making a difference in Nevada’s wild places.

“We believe wholeheartedly in everyone being engaged, and doing things for the greater good, and this is our opportunity to do it!” said Shannon Roy, Happiness Hippy for the Zappos Family.

Chris Enlow, who manages KEEN Footwear’s care and community programs, came down from the company’s Portland headquarters to support conservation and giving back. Zappos.com carries KEEN Footwear, and the KEEN team coordinates the annual event with the Zappos family, and volunteers are treated to a new pair of KEENs and commemorative KEEN shirt. This year, over 30 volunteers choose to forgo new shoes and instead donate the value to Friends of Nevada Wilderness.

See the official video at www.NevadaWild.blogspot.com along with event pictures and more!