

For Immediate Release  
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**Keen Footwear Joins Zappos for #LiveMonumental Campaign Stop In Las Vegas to Call For Protection of Gold Butte**  
***Hundreds of Nevadans Join with National Voices to Rally for Nevada's Piece of the Grand Canyon***

LAS VEGAS, NV—Hundreds of Southern Nevadans are coming together **Thursday, July 30, 2015** to rally for permanent protection of Gold Butte, Nevada's piece of the Grand Canyon.

Recognizing the desire of the American public to protect the places we all play, Keen launched the Live Monumental tour (#livemonumental) this month to highlight some of these special places. They chose just five areas around the country that deserved permanent protection including Nevada's own, Gold Butte. Just over an hour outside of the Las Vegas Strip waits the hidden gem of the Southwest—the 350,000 acre region known as Gold Butte. For over 3,000 years Native Americans flourished in the Gold Butte area, which is evident by the endless artifacts, rock shelters with blackened roofs, and ancient writings dotting the landscape. Gold Butte's recreation opportunities are endless, and its tourism opportunities positively impact nearby rural communities like Mesquite, Nevada.

**WHO:** Representatives from Cong. Dina Titus's office  
Assemblyman Elliot Anderson  
Las Vegas City Councilman Ricki Barlow  
North Las Vegas City Councilman Isaac Barron  
Brad Tomm from Zappos  
Kirsten Blackburn from KEEN  
Friends of Gold Butte  
Friends of Nevada Wilderness  
Hundreds of Everyday Nevadans

**WHAT:** Southern Nevada #LiveMonumental Tour rallying for protection of Gold Butte

**WHERE:** Zappos Campus  
400 E Stewart Avenue, Las Vegas, NV 89101

**WHEN:** Thursday, July 30<sup>th</sup>, 2015

**PRESS CONFERENCE at 12:30pm**

Crowd Event to last from 10:30-4:00 for b-roll opportunities

For b-roll footage of Gold Butte go to <http://www.friendsofgoldbutte.org/media/>

***About Keen's #LiveMonumental tour***

Keen is advocating for designation of Boulder-White Clouds, Gold Butte, Mojave Trails, Birthplace of Rivers, and Owyhee Canyonlands as national monuments. These five incredible places are an instrumental part of America's natural and cultural heritage, contribute to regional economies across the United States, and are celebrated and shared resources that Americans enjoy through numerous outdoor recreation activities. The protection afforded through the national monument designation of these places will contribute to the legacy of our country's public lands and ensure these incredible landscapes remain a proud definition of America.

### ***About the Antiquities Act***

President Theodore Roosevelt first used the Antiquities Act in 1908 to protect the Grand Canyon and since then 16 Presidents, both Democrats and Republicans, have used the Act to protect America's most iconic places for current and future generations of Americans to enjoy. Earlier this month Nevada's Basin and Range joined that remarkable list of landscapes that define our history and provide unique cultural, archeological and scientific value.

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