



FRIENDS of NEVADA WILDERNESS

FOR IMMEDIATE RELEASE

KEEN, Zappos.com and Friends of Nevada Wilderness to Host Employee Clean Up Day at Tule Springs National Monument

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Photo, Video, Interview Opportunity

March 8, 2017 (Las Vegas, NV) – KEEN Footwear, based in Portland, Oregon, and Zappos.com, Inc. an online shoe and clothing retailer based in Las Vegas, are teaming-up with Friends of Nevada Wilderness, a local non-profit organization, to rekindle the annual employee volunteer event, KEEN Zappos Day. On March 16th, one hundred employees from Zappos.com and KEEN Footwear will pitch in to clean up areas in Tule Springs Fossil Beds National Monument, just north of Las Vegas.

Tule Springs Fossil Beds National Monument, designated in 2014 by Congress, was protected for the many Ice Age-era fossilized bones of mammoths, saber-toothed cats and other prehistoric creatures that are found in the area. During KEEN Zappos Day, volunteers will focus on areas formerly used as target-shooting and illegal desert-dumping sites, evidenced by the large amounts of debris found scattered throughout the desert. Just a few hours spent cleaning an area like this will make a big impact on the landscape.

KEEN and Zappos.com are leaders in the business community. These two businesses understand that time and attention spent on America’s Public Lands are an investment in local communities. KEEN Zappos Day is an example of businesses working with federal agencies and conservation groups to accomplish management goals that enhance visitors’ experiences. Taking care of the places we play makes sense for business and because “it is the right thing to do,” as KEEN has stated.

“KEEN’s commitment to conservation is all encompassing. Many companies have a single-pronged approach to their conservation efforts. These efforts may focus on getting more people outside through recreation, fostering stewardship with boots on the ground, promoting responsible use with “Leave No Trace” education and creating awareness for an area that needs a higher level of protection. KEEN has a hand in all of these efforts, which is truly the way real conservation gets done.” says Jose Witt, Southern Nevada Director of Friends of Nevada Wilderness.

When: March 16, 2017

Where: Tule Spring Fossil Beds National Monument

Founded in 1984, Friends of Nevada Wilderness has helped protect over 3 million acres of Nevada's wild lands by leading efforts in the expansion or designation of all 70 wilderness areas in the state, including the designation of Mt. Charleston Wilderness. Over the past thirty-one years, Friends of Nevada Wilderness has also grown a nationally recognized and award-winning Wilderness Stewardship Volunteer Program, generating over \$1 million of in-kind services to benefit Nevada's public lands. Friends of Nevada Wilderness hosts regular stewardship projects in many locations surrounding Las Vegas. Anyone interested in volunteering for future events should visit http://www.nevadawilderness.org/calendar_of_events.



Zappos & KEEN volunteers at KEEN Zappos Day in 2013 at Hilltop Campground in Mt. Charleston.

Photo credit: Jose Witt

Access photos from KEEN Zappos Day 2013 here: <https://goo.gl/photos/3cucoXeGfLxLMtzC6>

Access photos from KEEN Zappos Day 2012 here:
<https://goo.gl/photos/eEbZWvQxvYvmsWUi8>

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For more information on this event and about Friends of Nevada Wilderness, please e-mail Jose Witt at jose@nevadawilderness.org, call the office at (702) 515-5417, or visit our website at <http://www.nevadawilderness.org>.