



**LIVE MONUMENTAL**  
*CREATE LASTING CHANGE*



# #LiveMonumental



Greetings from KEEN:

Starting July 29, 2015, a bright yellow '76 GMC RV will be hitting the road for a two-month road trip to raise awareness for preserving public lands and celebrating the places we all play.

**WE ARE REACHING OUT TO ASK FOR YOUR SUPPORT AS WE LAUNCH THE LIVE MONUMENTAL™ CAMPAIGN - A NATIONAL CAMPAIGN TO RALLY SUPPORT FOR THE PROTECTION OF 3 MILLION ACRES OF THE PLACES WE PLAY.**

Starting in Portland, Oregon, the road trip will go down the West Coast, up through the Rockies, across the Midwest, and onward to the Southeast, and Washington, DC. The RV will stop along the way to meet with outdoor enthusiasts, partners, business friends, and local policy makers, gathering signatures in support of five new national monument designations: **Gold Butte, NV, Boulder-White Clouds, ID, Owyhee Canyonlands, OR, Mojave Trails, CA, and Birthplace of Rivers, WV.**

With the help of partners like you, KEEN aims to collect more than **100,000 signatures** in support for public land protection on [livemonumental.com](http://livemonumental.com) that we will personally deliver to the Obama Administration when the RV arrives in Washington, DC, in September.

The Live Monumental campaign is an opportunity for the Outdoor Industry to collectively take action and encourage the Obama Administration to use its powers under the Antiquities Act to create five new national monuments and protect an area twice the size of Delaware for its recreation and environmental value. KEEN invites you to join the movement. We look forward to partnering with you to create lasting change in our public lands landscape.

Sincerely,



Steve Meineke,  
President, KEEN, Inc.

**GETTING INVOLVED IS EASY, HERE'S WHAT YOU CAN DO:**

## 1. LEARN

- HOW TO PROTECT YOUR PUBLIC LANDS: [LIVEMONUMENTAL.COM](http://LIVEMONUMENTAL.COM)

## 2. COMMIT

- SIGN THE PETITION TO SHOW YOU CARE
- ADD YOUR COMPANY TO THE BUSINESS SIGN ON LETTER

## 3. SHARE

- YOUR PASSION FOR THE OUTDOORS [#LIVEMONUMENTAL](https://twitter.com/LIVEMONUMENTAL)

## 4. CELEBRATE

- GET OUT AND PLAY

---

# LIVE MONUMENTAL

## PROTECT 3 MILLION ACRES OF THE PLACES WE PLAY

National monuments comprise some of America's most celebrated icons – from California's Giant Sequoia National Monument to New York's Statue of Liberty to Wyoming's Devil's Tower – the country's first national monument. Through the Antiquities Act, created by President Theodore Roosevelt in 1906, the president of the United States can protect natural, historical, and cultural wonders with the stroke of a pen, by designating them as national monuments. By asking President Obama to use the Antiquities Act to designate five treasured recreational areas as national monuments we can protect valued recreation lands within a day's reach of major urban centers, and create an outdoor legacy for future generations.

---



### **GOLD BUTTE (NEVADA)**

Just over an hour outside of the Las Vegas Strip waits a hidden gem of the Southwest - the 350,000 acre region of Gold Butte. Its historical significance to this country far surpasses that of its Las Vegas neighbor. For more than 3,000 years Native Americans flourished in the Gold Butte area, which is evident by the artifacts, rock shelters with blackened roofs, and ancient writings that dot the landscape. Gold Butte's recreation opportunities are endless, and its tourism opportunities positively impact nearby rural communities like Mesquite, Nevada.



### **BOULDER-WHITE CLOUDS (IDAHO)**

The Boulder-White Clouds are a sanctuary for threatened animal and plant species and cherished by hikers, hunters, and especially mountain bikers – boasting some of the best biking trails in the world. For decades, Idahoans and other stakeholders across the country have worked tirelessly to protect one of the largest intact landscapes in the Lower 48. Born from this area are the headwaters of much of Idaho's clean water, water that breeds the farthest and highest elevation migrating salmon and steelhead and provides many communities -like Sun Valley- with clean, fresh water. This area contains 150 peaks over 10,000 feet tall, as well as the world's oldest white bark pine tree clocking in at 1270 years old.



### **OWYHEE CANYONLANDS (OREGON)**

This treasured landscape is the largest conservation opportunity left in the Continental U.S. Its area is twice the size of Yellowstone, our nation's oldest park. This untouched stretch of the American West is awe-inspiring, featuring sheer 1,000-foot desert canyons, 186 miles of designated Wild & Scenic Rivers, incredible red-rock formations, and rich wildlife including our nation's largest herd of California bighorn sheep as well as mule deer, elk and pronghorn antelope. The vast rolling sagebrush hills serve as one of the last strongholds for the greater sage-grouse, a species already imperiled due to dwindling habitat. Its recreational opportunities are endless, and the solitude and inspiration afforded to visitors is priceless.



### **MOJAVE TRAILS (CALIFORNIA)**

One of North America's most unique landscapes, the Mojave Desert is home to desert tortoises, bighorn sheep, and a wide array of rare and unique species. Like the Gold Butte region, the Mojave Trails area is also a bridge to our Native American roots, offering hikers an opportunity to engage with a landscape virtually unchanged for thousands of years. While hikers and other human powered recreationists are drawn to this area, so are those who wish to travel on the historic and scenic Route 66. Protecting this area would also preserve the most pristine, undeveloped remaining stretches of this historic route.



## BIRTHPLACE OF RIVERS (WEST VIRGINIA)

Six rivers spring forth high in the Yew Mountains of the Monongahela National Forest. This intersection of humanity and nature is home to a tightly-packed complex of West Virginia's most iconic and ecologically significant features: West Virginia's most dramatic vistas, tallest waterfalls, and cleanest waterways. Its center is the Cranberry Wilderness, the largest federally-designated wilderness area in the Eastern United States. Six rivers are spawned in this area, connecting a network of communities downstream and some of the most important whitewater in the United States.

### WHAT IS A NATIONAL MONUMENT?

A National Monument is a section of public land set aside for its natural, historical or cultural value. National Monuments range from structures to oceans to large tracts of land. They make up some of America's most celebrated icons, from California's Giant Sequoia National Monument to New York's Statue of Liberty.

National monuments are designated with local input and managed by varying governmental organizations depending on the reason they were designated.

### WHAT CAN YOU DO IN A NATIONAL MONUMENT?

Once a National Monument is designated most pre-existing public and commercial activities continue including access to private property; rights of way for roads and utility infrastructure. Additionally, the following recreational activities are almost always allowed in national monuments:

- Hunting and fishing
- Rafting and boating
- Horseback riding
- Camping, Backpacking, Hiking and Biking
- Riding motorized vehicles on designated routes

### HOW DOES A NATIONAL MONUMENT GET DESIGNATED?

Thanks to President Teddy Roosevelt's Antiquities Act, with the stroke of a pen, the President of the United States can protect natural, historical and cultural wonders by designating them as National Monuments.

In order for National Monuments to be designated, the public needs to share its support and love for our country's most special places. Let's do it! Let's celebrate the places we all play, let's Live Monumental.

### PLACES TO LEARN MORE:

- Livemonumental.com
- Wilderness Society: wilderness.org
- Bureau of Land Management: blm.gov
- National Park Service: nps.gov
- U.S. Forest Service: fs.fed.us
- U.S. Fish and Wildlife Service: fws.gov

# WHY DOES KEEN CARE?

As a business rooted in the outdoors we feel it is our responsibility to take action, to speak up for what we believe is right, and to share that conversation with outdoor enthusiasts around the world.

KEEN is dedicated to building stronger communities and a healthier planet through three strategic areas:

1. Community: building the next generation of planet stewards
2. Environment: access to clean air and water everywhere we do business
3. Supply Chain: managing what goes into our product and how those elements affect you and the environment around you

**TOGETHER WE CAN CREATE LASTING CHANGE.**

### CONTACT KEEN:

LIVEMONUMENTAL@KEENFOOTWEAR.COM

971.200.4000

**LIVEMONUMENTAL.COM**