



May 25, 2018

The Honorable Jared Huffman
United States House of Representatives
1406 Longworth House Office Building
Washington, DC 20515

Dear Congressman Huffman,

Protected public lands and waters are the backbone of our business and fuel our adventures. Adventure is something we know well; CamelBak was born on the back of a bike jersey on a 100-mile bike race. Nearly 30 years later our global headquarters sits in Petaluma, California, in part because of Northern California's world-renowned outdoor recreation opportunities. We feel a responsibility as a company to protect the places that fuel us, especially those special places that are in our backyard.

For this reason, CamelBak supports the Northern California Conservation and Recreation Act. Northwest California's wild forest, mountains, and rivers feature some of the most spectacular scenery in the nation, making tourism and recreation an essential part of the region's economy. We applaud Congressman Huffman's leadership on this bill and in safeguarding our outdoor economy and our outdoor way of life.

This bill is good for the environment and good for business. In addition to designating Wilderness and Wild and Scenic Rivers, the Northern California Conservation and Recreation Act promotes restoration of impacted watersheds, improves fire management, and enhances the local economy. According to the Outdoor Industry Association, in Congressman Huffman's district outdoor recreation generates \$1.93 billion in revenue and we are proud to be one of the 134 outdoor companies contributing to those figures. Statewide, outdoor recreation generates \$92 billion in consumer spending, 691,000 jobs, \$30.4 billion in wages and salaries, and \$6.2 billion in state and local tax revenue.

"The Trinity Alps Wilderness is of particular importance to me because my close college friend owns a cabin on the Mad River. Every year, for 12 years, our close group of college friends gathers to swim, fish and generally catch up on each other's lives while enjoying the gorgeous and peaceful wilderness around us. It's such a special region, removed from most of society and completely silent. The wildlife we see is so diverse – we've set up a "cabin cam" that captures all of the bear, deer and even otter that stroll past the cabin. This area will always have a special place in my heart and I look forward to many more peaceful summers there with my friends enjoying the beautiful scenery," says Christine Young, Demand Planner at CamelBak Products.

We are lucky to call Northwest California home and we thank Congressman Huffman for his work to protect its wildness. We look forward to continuing the important work of protecting these public lands in Northern California— for us today, and for generations to come.

Sincerely,

Trevor Cherr & Jamie Lynn Furrer

Conservation Alliance Ambassadors for CamelBak Products