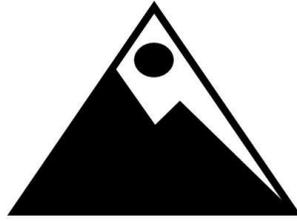


Outdoor



Loyalty

Is an Outdoorist an Athlete?

Are you a Runner or a Jogger?
Are you a Hiker or a Trekker?
Are you a Kayaker or a Canoeist?

An Outdoorist is all of the above. Outdoor Adventures are just that. The activity takes place in the Outdoors. The adventure is defined by the challenge one makes for one's self. The degree of difficulty, training needed, risk taking and goal attainment are all intrinsic for the Outdoorist. The competitive nature is measured, not by records set or super human feats attained, but by the personal triumphs of individuals.

The "Outdoors" exists the moment you open your door and take one step outside. Outdoor Activities exist in Urban Surroundings as well as Forests, Rivers, Trails and Mountains. An Athlete is one who trains, sets goals and pushes the limits of one's expectations.

An Athlete is defined as:
"A person who is trained in or good at sports, games or exercises".
Merriam-Webster's Dictionary.

"A person who competes in one or more Sports that involves strength, speed and/or endurance.
Wikipedia, The Free Encyclopedia.

These relatively sparse definitions of what an Athlete is makes one reflect on what the term Athlete really means and who can be called an Athlete. An Athlete can be a Marathon Runner or a Neighborhood Walker/Jogger. Running is the number one Outdoor Activity in the World. Whether you consider yourself an Athlete or an Outdoorist, you have the enthusiasm for being active in the Outdoors. In America alone, there are 54 million runners and growing rapidly. If you add Joggers, Walkers, Trekkers and Hikers to this total, you can double that number. That is about 30% of the U.S. overall population 6+ years of age. This Community of Outdoor Enthusiasts/Athletes have many things in common, while being unique unto themselves. The numbers are growing rapidly in all age categories, ethnicity and genders. America is more active today than ever before both statistically and by raw numbers.

OutdoorLoyalty.com positions itself with the belief that all these Outdoorists involved in these activities and more should be rewarded for their accomplishments attained within a loyalty/rewards program being offered by most Outdoor Retail Stores as well as online Outdoor businesses. Store and online purchases should offer incentives for participation in

outdoor activities. Along with the incentive, there can be recognition for outstanding accomplishments reached.

Below is an excellent link to an article Written by Sarah Tuff Dun and published by Outdoor Industry Association (OIA). Read it and enjoy this article “Anatomy of Running Part 1- Participation”.

<https://outdoorindustry.org/article/anatomy-of-running-part-1-participation/#articles,outdoor-consumer,trends,youth-engagement>

Remember our tagline: Reward...Outdoor...Activities www.outdoorloyalty.com

Contact: jack@outdoorloyalty.com