NEWS RELEASE

PUBLIC LANDS GRAND OPENING WEEKEND BROUGHT SUSTAINABLE MISSION TO LIFE

9/30/2021

Reduced plastic usage, clean-burning biodiesel energy and composting were built into the event.

The grand opening of our new **Public Lands** store in Cranberry Twp, PA featured rocking live music performances from Portugal. The Man and Brittany Howard, appearances by The North Face athletes Tom Wallisch and Kit DeLauriers, a variety of local food and beverage trucks, in-person demonstrations from top vendors, live art with YETI by local artist Korey Edmonson and much more.

Throughout the three-day event that ran from Sept. 24-26, we also reduced plastic usage, diverted waste from landfills and utilized alternative energy solutions.

Since its inception, Public Lands has not only sought to inspire adventure, but also establish a lasting relationship with and respect for the lands that we all explore. During the grand opening weekend, we took numerous steps to celebrate the new concept store while practicing the fundamental responsibilities of protecting our lands and the environment through sustainability.

To reduce the use of plastics, we had a water bottle refilling station and served boxed water rather than bottled. The eats were supplied by local small businesses and the food trucks, breweries and vendors were asked to use compostable or recyclable plates, silverware and cups. Each day featured dedicated times for cleaning up so that waste was not inadvertently left behind.

We also partnered with several local businesses that share in our vision. Green Gears Pedicabs, a Pittsburgh-based company that specializes in responsible on-site waste management by diverting recyclable and compostable materials away from landfills, provided numerous labeled receptacles to collect compostable items, recyclables and trash. Pittsburgh Composting Companyoversaw all waste receptables and provided education and resources about waste diversion while ensuring there was no cross-contamination of waste streams.

ZeroFossil's biodiesel generators and solar panels brought clean-burning power to the food trucks, vendor village and performance stage and provided solar charging to the e-bikes being tested out on Cannondale’s bike track.

And when it came time to officially open the doors, our executive and store teams cut a burlap ribbon.

Public Lands is committed to giving back each year as a member of 1% for the Planet, so supporting local community organizations was also a key component to the weekend, including involvement from the Student Conservation Association, Allegheny Land Trust and Venture Outdoors. Participating vendors also gave back, with Stick City Brewing, also a member of 1% for the Planet, serving beer throughout the celebration, Patagonia’s happy hour proceeds going to Allegheny CleanWays, Kuhl supporting Western PA Conservancy, and Keen donating to Friends of the Riverfront.

The grand opening event was just the beginning. We look forward to continuing our mission and outreach as Public Lands becomes a staple of the community and the go-to place for all things outdoors.