NEWS RELEASE

OUTDOOR SPECIALITY RETAILER PUBLIC LANDS GOES BIG ON NATIONAL PUBLIC LANDS DAY

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Public Lands guides and explorers came together to participate in the nation’s largest single-day volunteer event for public lands and to celebrate the retailer’s one-year anniversary.
There's no better way to take part in National Public Lands Day (NPLD) than to get outside to protect and preserve our public lands for future generations. That's exactly how more than 240 Public Lands store employees (guides) and local community members (explorers) spent the day on Sept. 24.

In recognition of NPLD and to celebrate the one-year anniversary of DICK'S Sporting Goods' first Public Lands store, the outdoor specialty retailer hosted a series of community volunteer events, featuring opportunities for conservation and stewardship, followed by food and music. Collectively, volunteers cared for more than 15 miles of beach and trail and removed over 1,500 pounds of trash.

"Public Lands in Cranberry was joined by 70 volunteers at Raccoon Creek State Park on a perfect Pittsburgh 'Fall' morning,"" said Sarah Brown, assistant store manager, experience. "I love being a part of the Public Lands team to educate our guides and explorers on the importance of protecting and celebrating our experiences in the outdoors together. I am proud when just one person joins us in a volunteer project, so when we have 70 volunteers, it reminds me that people do love to take care of the lands they enjoy."

In Polaris, Ohio, guides teamed up with nonprofit FLOW (Friends of Lower Olentangy Watershed) to host a community volunteer event at Confluence Park.

"Volunteer events allow us to share with the Polaris community how strongly we feel about our purpose 'To Celebrate and Protect Public Lands for All,'" said Alisa Canter, assistant store manager, experience. "Organizing larger scale volunteer events like this also gives us a chance to amplify the message of our nonprofit partners in hopes of increasing the awareness of their work and opportunity for additional funding for future projects."

The Public Lands store in Charlottesville, Va., celebrated America's public lands in partnership with the Rivanna Trails Foundation. Volunteers spent the morning building and maintaining two miles of trail at The Wool Factory and kept the celebration going afterward with food and Public Lands swag.

"What was most satisfying about this event was the pride the participants took when the new section of trail was finished," said Mike Meintzschel, FT community outreach lead. "Many photographed their work, and several walkers and local neighborhood families expressed gratitude for the work accomplished.

In addition to holding volunteer events at each store location, Public Lands celebrated NPLD by announcing the opening of four new stores this fall – in Framingham, Mass.; Melville, N.Y.; Kennesaw, Ga.; and Medford, Ore. – and by doubling its 1% of sales giveback for the week of Sept. 18 – Sept. 25.

"As we prepare for our fall grand openings, guides at our four new stores were also excited to join the effort to give back. More than 150 guides at those locations pitched in to clean-up, clear trails and improve local parks and other outdoor areas in their communities," said Steven Wood, community marketing manager for Public Lands.

In its first year, Public Lands guides have volunteered more than 1,200 hours in local communities. The outdoor store chain also granted more than $500,000 to **15 local and national partners** dedicated to conservation and increasing access and equity in the outdoors.