

Media Contact:

Director of Communications

Antoinette Larsen

123-456-7890

alarsen.rei@gmail.com

FOR IMMEDIATE RELEASE

REI Announces New Program “Pride Outside” to Support
LGBTQ+ Youth Outdoor Enthusiasts



Seattle, WA – June 12 to June 15 – REI will run a multi-day introductory level backpacking trip designed for LGBTQ+ Youth. The group has over 20 spots, and will be staffed by competent guides, mental and medical health professionals. Over the course of the trip, the adventurers will hike a total of twenty miles round trip as they head to Glasses Lake through Steven’s Pass. REI’s across the country will also be sponsoring their own trips for “Pride Outside” as the company hopes to create a generation passionate about the outdoors.

According to the Trevor Project, 12% of LGBTQ+ youth strongly consider suicide every year. Access to the outdoors can greatly reduce mental stress. REI hopes that by fostering an inclusive space for young LGBTQ+, they can share their love for the outdoors and create a more welcoming outdoor community for this disenfranchised community.

Lisa Congdon, artist, author, advocate, and REI Co-op partner says, “I wish this sort of thing existed when I was a kid. The outdoor community can feel so heteronormative and intimidating. These kids are going to find lifelong friendships and build important outdoor skills; it’s really a valuable experience. It’s so exciting!”

REI is a specialty outdoor retailer, headquartered near Seattle. The nation’s largest consumer co-op, REI is a growing community of 25 million members who expect and love the best quality gear and outstanding customer service. In addition to the co-op’s many stores across the country, outdoor enthusiasts can shop at REI.com, REI Outlet or the REI shopping app. Everyone is welcome to shop REI, but members who join the co-op enjoy a range of benefits. REI is a purpose-driven and values-led company dedicated to enabling life outside for all.

Email Announcement

Dear Journalist,

Recent research suggests the LGBTQ youth are most at risk for suicide, and that being outdoors or nature can help reduce that risk. REI is introducing their new campaign Pride Outside, in which they bring LGBTQ youth on introductory level backpacking trips.

This campaign/event hopes to encourage LGBTQ use to explore the outdoors and promote a more accepting wilderness community. With Pride month right around the corner, commenting on this would be timely and engaging for your audience. Please let me know if you're interested, I would love to set up an interview.

Best,

Antoinette.





REI 4h · 53



Parents, we know you want the best for your kids. We do too! Let's build those outdoor and team bonding skills this summer 🏕️👪 With #PrideOutside, your LGBTQ+ teen will go on a three day backpacking trip through Steven's Pass. There, they will make friends, boost their confidence, and engage thoughtfully and respectfully with the Great Outdoors! 🌲🏔️👫



7.5K

406 comments 383 shares



Monday the 23rd:



We are so excited to launch [#PrideOutside](#) this June!!
Anyone ready for [#HikeGirlSummer](#)?!

2:00 PM · Feb 23, 2026

8 Retweets 2 Quote Tweets 3K Likes



146,934 likes

REI The perfect backdrop for your summer recap this year--you just got to get to the peak with [#PrideOutside](#) to take this flick 📸 ... more

View all 16 comments

Tuesday the 24th:



Ideal album for your outdoor adventure? Sound off in the replies 🗣️

1:23 PM · Feb 24, 2026

8 Retweets 2 Quote Tweets 3K Likes



 REI 4h · 🌐 ...

Calling all parents! Read this article about the benefits of getting your children outside! With #PrideOutside it might be easier than you think... 🙄🙄

<https://www.uclahealth.org/news/article/7-health-benefits-spending-time-nature>

 7.5K 406 comments 383 shares

 Like  Comment  Share

Wednesday the 25th

 REI 4h · 🌐 ...

Wow! Summer's closing in--who's ready for good vibes, good times, and good hikes?! With #PrideOutside, LGBTQ youth are given the opportunity and encouragement to step out of their comfort zone and onto the trail!

 7.5K 406 comments 383 shares

 Like  Comment  Share

 REI @REI ...

Lock in everybody, #PrideOutside is just two months away!!

12:00 PM · Jun 1, 2021

   

Thursday the 26th

 **Zeob** · Follow
Berlin, DE



146,934 likes

Zeob Our #PrideOutside counselors just checked out Stevens Pass and it's looking hikeable!! ... more
View all 16 comments

 Add a comment...

6 days ago

 **REI**
@REI



We're celebrating LGBTQ stories! Tell your favorite wilderness story in the comments below! [#PrideOutside](#)

12:00 PM · Jun 1, 2021



Friday the 27th

 **REI**
@REI



Things you'll need for [#PrideOutside](#) this year:

- a good pair of hiking shoes
- a ghost story to tell around the campfire
- and an interest in the outdoors!

12:00 PM · Jun 1, 2021



 **REI** · 4h · 



If you're ready to join the [#PrideOutside](#) group--make sure to click the link below and sign up!

www.rei.prideoutside.com

 7.5K

406 comments 383 shares

 Like  Comment  Share

Saturday the 28th

 **Zeob** · Berlin, DE · [Follow](#)



146,934 likes

Zeob Tell your haters to #takeahike #PrideOutside ... more

[View all 16 comments](#)

 **REI** @REI

What kind of adventurer are you? Lets find out together!
[#PrideOutside](#)

12:00 PM · Jun 1, 2021

Sunday the 29th

 **Zeob** · Berlin, DE · [Follow](#)



Officially two months away from #PrideOutside!

7.5K 406 comments 383 shares

[Like](#) [Comment](#) [Share](#)

Reflection:

PSA EXAMPLE

PSA for We Heart Seattle (No Littering)

Timestamps (minutes.seconds)	Audio
00.00	Sound: birds chirping, footsteps
00.03	Person A: Hey man, thanks for hanging out today, I've had such a good--
00.06	Person B: Hold on, I gotta throw this away.
00.07	Sound: footsteps stop
00.08	Person B: Kobe!
00.08.5	Sound: whoosh, can clatter
00.10	Person B: Aw man, whatever.
00.11	Sound: footsteps start
00.13	Person A: dude! You gotta pick that up!
00.16	Person B: why? Everyone does it.
00.19	Person A: That's no excuse. We gotta do our part to keep Seattle beautiful!
00.20	Bird sound fades out
00.22	Voiceover: don't litter cause it's for quitters!
00.26	Voiceover: This message is sponsored by "We Heart Seattle." To learn how you can help keep our city clean and safe for everyone please visit our website at weheartseattle.org .
00.34	End

News Story Example

This afternoon Max Brewster, 24 and George Butner, 38 were charged with burglary, resisting arrest, and vandalism following the early morning break in at Breakers, a billiard hall and bar at 549 E. Meadow.

According to Officer Ray Broadmall and others from King County Police Department the two burglars entered from the back of the building, smashing a window and triggering a silent alarm at about 4:25 a.m.

George Butner of 12-A Lark Court Lane and Max Brewster of 620 Willow Road are currently being held in the King County Jail. Bond has been set for each of them as \$15,000.

Troy Delmer, 33, witnessed the tail end of the crime while working an early shift as Manager of Bill's Breakfast Burrow, located across the street from Breakers. At about 5 a.m. Delmer looked out the window of Bill's Breakfast Burrow just in time to see the two suspects run from the crime scene with three cops in pursuit. "They didn't even make it out of the parking lot when the cops got 'em," Delmer said. "Those cops were fast."

Luckily, no one was on site at the time of the break-in, but Breakers' Manager Hank Ng remains unsure as to what the pair were looking for.