

FOR IMMEDIATE RELEASE



## PRESS RELEASE

February 15, 2008

Contact: Charlie Woodruff  
208-344-8692  
cwoodruff@winterwildlands.org

### **Karhu Joins Winter Wildlands Alliance's Advocacy Efforts for Human-powered Winter Recreation**

Boise, Idaho – Karhu, a leader in the backcountry touring and telemark ski industry, is teaming up with Winter Wildlands Alliance to advocate for the responsible stewardship of public lands and for balanced access for quality human-powered winter recreation on those lands.

With their innovative XCD skis Karhu launched the renaissance of the telemark turn and opened up the doors for backcountry exploration. In the three decades since, Karhu has specialized in touring, backcountry and telemark skis for skiers looking to make their own tracks in winter. Their XCD Series of skis and boots today is all about versatility – the perfect bridge between Nordic kick and glide and downhill-oriented backcountry.

Karhu embodies Winter Wildlands Alliance's mission of promoting and protecting winter wildlands and a quality human-powered snowsports experience on public lands. "The synergy between WWA's staff, members and constituents and Karhu's staff and customer base will really have a positive impact on our public lands work" says Charlie Woodruff of WWA. "We're excited to promote quiet backcountry recreation with Karhu and to utilize our combined resources to grow our movement."

Karhu's generous cash donation will directly support WWA's Grassroots Program and National Policy work to advocate for the responsible stewardship of pristine winter wildlands across the country and in very special places such as Yellowstone National Park.

For over 30 years, Karhu has innovated with skis focused on the wilder side of winter, from Nordic touring through XCD, telemark and alpine touring. For more information about Karhu products, programs and adventures visit [www.karhu.com](http://www.karhu.com) or [www.wherewillyouski.com](http://www.wherewillyouski.com).

Based in Boise, Idaho, Winter Wildlands Alliance is a national nonprofit organization with the mission of promoting and preserving winter wildlands and a quality human-powered snowsports experience on public lands. To learn more about WWA visit [www.winterwildlands.org](http://www.winterwildlands.org).

####