



MEDIA RELEASE

FOR IMMEDIATE RELEASE
January 13, 2009

ASI Reaches New Heights With REI Collaboration Rock Climbing Made Available to Cal Poly Pomona Students

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POMONA, Calif. — January 13, 2009 — ASI's Campus Recreation and Recreational Equipment, Inc. (REI) are teaming up to bring Cal Poly Pomona "Outdoor-Adventure," a program created to expose outdoor recreational fitness. In an attempt to utilize the Cal Poly Pomona community's surrounding state parks and natural areas, the Outdoor-Adventures Rec Program will engage participants in outdoor activity suggested by students themselves.

The partnership will unify major outdoor equipment distributor REI with Campus Rec, a service of ASI providing students, faculty, staff and alumni with on-campus fitness and recreation opportunities. A leader in both the outdoor and community relations fields, REI states that its purpose is to "inspire, educate and outfit people for a lifetime of outdoor adventure and stewardship." The program will make desirable off-campus activities available through on-campus services. Campus Rec is committed to bringing innovative fitness opportunities to the CPP campus while continuing to meet the interests and needs of Cal Poly Pomona adventure enthusiasts.

"In a recent survey of students, Campus Rec found that rock climbing was rated as the top outdoor activity Cal Poly Pomona students wanted to participate in," said Gema Barrios, Assistant Program Manager for the Bronco Fitness Center. Campus Rec and REI are proud to announce that the first Outdoor-Adventure offered to Cal Poly Pomona students will be the requested rock climbing trip. For \$35, students can enjoy scenic Lake Perris on Saturday, Feb. 7 from 7 a.m. – 2 p.m. Transportation will be provided and sign-ups begin Jan. 12 in the Bronco Fitness Center. Transportation pick up will be in CPP Parking Lot C and spaces are limited.

For more information on the Outdoor-Adventure Rec Program, contact Gema Barrios at (909) 869-2317 or gmbarríos@asi.csupomona.edu.

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