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“KEEN Inc. Announces STAND Winners, Gives \$150,000 in Award Money”

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### KEEN Inc. Announces STAND Winners, Gives \$150,000 in Award Money Sustainability-focused Contest Fostered Vision & Enables Action

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**What's wrong with**

KEEN Inc., a leader in hybrid outdoor performance products including footwear, socks and bags, today announced the winners of its sustainability contest: STAND.

Portland, OR (PRWEB) April 10, 2008 – KEEN Inc., a leader in hybrid outdoor performance products including footwear, socks and bags, today announced the winners of its sustainability contest: STAND. To support recipients' sustainability projects, KEEN gave a total of \$150,000 across three separate categories, including three \$25,000 grand prize awards and fifteen \$5000 runner-up awards.

The grants were divided into three categories, all with the goal to raise awareness for sustainability:

- \* STAND UP: ideas through creative outlets.
- \* STAND OUT: ideas through outdoors activities
- \* STAND FOR: ideas through non-profit organizations or initiatives

The STAND initiative was promoted through a college campus tour, print and online advertising and by a short documentary highlighting nine innovators who are making a difference around sustainability.

"Making a difference around sustainability starts by looking for inspiration in the areas you're passionate about and asking what small steps you can take," says Bobbie Parisi, Vice President of Marketing at KEEN. "We were amazed and inspired by the quality of the entries we received and are

