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

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Posted By: Julie Atherton McFadden, JAM Public Relations

Portland, Ore., - 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 proud to have served as a catalyst for their sustainability ideas."

Entries for the contest, which ran from August 1 – December 31, 2007, were reviewed by a panel of experts in the fields of design, art, photography, journalism, film, outdoor sports and non-profit management and research. Judges included naturalist and writer Terry Tempest Williams, designer Yves Behar, Backpacker Magazine Editor-in-Chief Jon Dorn and world-champion free skier Alison Gannett.

Each of the following grand prize winners will receive a $25,000 award:

o STAND UP: Creative Outlets
• Spencer Brown founded "Rent a Green Box" after spending $800 on cardboard boxes he knew would end up landfills. This eco-entrepreneur uses trash to create re-usable packing and moving products.

o STAND OUT: Outdoor Activities

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