



PRESS RELEASE: FOR IMMEDIATE DISTRIBUTION

Association of Outdoor Recreation and Education Signs Memorandum of Understanding with the American Canoe Association

November 3, 2011 – Ann Arbor, MI – The Association of Outdoor Recreation and Education [AORE], an international professional organization committed to addressing issues common to college, university, community, military, and other not-for-profit outdoor recreation and education programs, is proud to announce several exciting changes taking place for the Association.

The Association for Outdoor Recreation and Education (AORE) and the American Canoe Association (ACA) have signed an MOU.

Starting this fall the two organizations will be working towards promoting and delivering joint educational program opportunities.

“Since many of our Instructors and Trainers work in collegiate and military recreation departments, we’re excited to work with AORE to provide mutually beneficial opportunities for both of our memberships.” says Chris Stec, ACA Chief Operating Officer.

“The majority of participants who frequent our member programs are young and impressionable. These participants are also educated, and interested in life-long leisure pursuits. The Directors and staff members managing these programs, both in the academic and recreation sectors, are promoting proper skills and techniques. This joint partnership furthers the paddlesport component of outdoor recreation and education.” says Jeannette Stawski, AORE Executive Director.

Some of the joint benefits for members of both organizations are:

- Seek opportunities to interact, discuss, and develop mutually beneficial opportunities in response to member interest.
- Work in concert to promote responsible paddlesports best practices with instruction, education & safety.
- Offer member discounts to programs and services provided by both organizations.

For more information, visit www.aore.org or www.americancanoe.org

We hope to see you either at the 2012 ACA National Paddlesports Conference in Charleston, SC or the 2012 AORE Conference in Snowbird, UT.



American Canoe Association

Founded in 1880, The American Canoe Association (ACA) is a national nonprofit 501(c)(3) organizations serving the broader paddling public by providing education related to all aspects of paddling; stewardship support to help protect paddling environments; and sanctioning of programs and events to promote paddlesport competition and recreation. The ACA has over 20,000 members, and 300 paddling clubs and affiliated organizations. The ACA sponsors over 1,400 events each year, including 200 races. The ACA education program has an estimated outreach of 800,000 people a year.

www.americancanoe.org



Association of Outdoor Recreation and Education

The Association of Outdoor Recreation and Education (AORE) is an organization developed by and for outdoor recreation and education professionals and students. Founded at the International Conference on Outdoor Recreation in 1993, the AORE is a grass roots organization dedicated to advancing the field of outdoor recreation and education. The AORE is the only organization dedicated to serving the needs of recreation and education professionals in non-profit settings. Through AORE, members have a mechanism to interact with and affect decisions made by public land managers and the human powered outdoor recreation industry. The AORE is committed to promoting ecologically sound stewardship of the natural environment and serves as a collective voice for its members regarding topics of regional and national concern.