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

November 3, 2011- Ann Arbor, Michigan – The Association of Outdoor Recreation and Education (AORE) and the International Mountain Biking Association ([IMBA](#)), two organizations dedicated to providing access to quality outdoor recreation activities, have entered into a mutually beneficial partnership to further the mission of both organizations and join forces to tackle the challenges each organization may face. Each organization is deeply rooted in sustainable practices, promoting civic engagement, and advocating on behalf of the interests of their members to the entire industry. IMBA and AORE will work together to identify and act upon opportunities to cross-promote their respective work and engage the broad cycling and educational community.

According to Jeanette Stawski, the AORE Executive Directive, “this relationship is just the beginning of two strategically aligned organizations collaborating to move their agendas forward to better support their members, and continue to advocate for world class recreation access, resources, and programming across the nation.”

This agreement aims to provide the framework for which both organizations can;

- Seek opportunities for board, staff, and members to interact, discuss, and develop mutually beneficial opportunities.
- Formally recognize the IMBA/AORE partnership as they communicate with their respective constituents, corporate supporters and media.
- Work in concert to promote responsible recreation practices, including sustainable trails and best practices for mountain bike management.
- Prepare and update an annual work plan detailing specific activities, projects, or events to collaborate on.

Such a agreement brings about numerous positive benefits for members of each organization including discounted rates are national and regional [conferences](#), increased presence of education, workshop, and instructional sessions, and discounts on resources, [publications](#) and apparel purchases.



## International Mountain Bicycling Association

The International Mountain Bicycling Association (IMBA) is a 501 (c) 3 non-profit educational association whose mission is to create, enhance and preserve great trail experiences for mountain bikers worldwide. [Since 1988](#), IMBA has been bringing out the best in mountain biking by encouraging low-impact riding, volunteer trail work participation, cooperation among different trail user groups, grassroots advocacy and innovative trail management solutions. IMBA's worldwide network includes 35,000 [individual members](#), more than 750 [bicycle clubs](#), more than 160 [corporate partners](#) and about 600 [retailer shops](#). IMBA's members live in all 50 U.S. states, most Canadian provinces and in 30 other countries. IMBA's headquarters in the United States are located in Boulder, Colorado. We currently have 42 full-time staff members, including five regional directors located in the Pacific, Rocky Mountains, Midwest, Mid-Atlantic and Southeastern regions of the United States.



## 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, AORE is a grass roots organization dedicated to advancing the field of outdoor recreation and education. 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. 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.