

## Coleman Brings Expertise to White House Conference

Written by Dave M

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WICHITA, Kansas - Coleman® President and CEO, Sam Solomon, joined other community and corporate leaders in Washington on Friday to participate in the White House Conference on America's Great Outdoors. An international leader in the innovation and marketing of outdoor products, Coleman has long been closely connected to land conservation. During the conference, issues and opportunities surrounding modern-day land conservation and the importance of encouraging Americans to experience The Great Outdoors were discussed.

Former Coleman President Sheldon Coleman (son of Coleman founder, W.C. Coleman), was an early and active proponent of the Land and Water Conservation Fund, testifying on its behalf before the platform committees of both Presidential nominating conventions in 1964. More recently, Coleman leaders have played integral roles in planning efforts linked to the centennials of key agencies including the US Fish and Wildlife Service, the Forest Service and the National Park Service.

"We're excited about America's Great Outdoors Initiative because at the heart of this initiative is the idea of connecting with people across the country in regional listening sessions to learn about the outdoors," said Solomon. "At Coleman, we are constantly focused on talking to our consumers - last year alone we engaged more than 38,000 consumers about the outdoors. We would like to also extend an invitation to Washington leaders to host one of these sessions at our company headquarters in Wichita."

Beyond Coleman's role in shaping public policy, the company is committed to introducing and reacquainting Americans with the outdoors, bringing newfound outdoor experiences to communities nationwide. Through its longstanding partnership with international, non-profit organization Leave No Trace, Coleman interacts with families and youth to introduce them to the benefits of outdoor activities and share a message of responsibility.

Founded in 1994, Leave No Trace is dedicated to educating communities about how to care for The Great Outdoors. Coleman's partnership with Leave No Trace enables both organizations to reach American youth and share a common message grounded in the importance of conservation and reconnecting outdoors. Coleman has been a primary partner of the Leave No Trace Center for Outdoor Ethics for more than a decade and in 2010, Coleman is continuing its support for the Leave No Trace E-Tour - Explore, Enjoy, Experience, Excitement, Expedition, Education. This educational and informational national tour is designed to heighten awareness around the importance of pro-activity in preserving our country's treasured outdoor recreation areas for future camping, hiking, kayaking and other outdoor activities.

"My entire middle and high school experienced an incredible educational exposure that I needed to thank you for," said Sally Truslow, High School Coordinator for Life Academy in Roanoke, Va. "The amazing team spent the entire afternoon enthralling a lukewarm group of suspicious inner-city teenagers."

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"Americans more than ever are seeking fun, simple and comfortable ways to bring families together. Coleman is committed to introducing and reacquainting Americans with the benefits of spending quality time outdoors," said Solomon. "As a wholly owned subsidiary of leading outdoor solution company, Jarden Corporation, Coleman has the resources to achieve this, and stands ready to work with government agencies, nonprofit organizations and other businesses to make this a reality nationwide."