

For Immediate Release:
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Collegiate Running Association Proudly Promotes Outdoor Weber by Camping World

Where Innovative Outdoor Ideas Can Win Students \$30,000

RICHMOND, VA – The Collegiate Running Association, a 501c3 organization promoting healthy lifestyles among college students, is committed to the preservation, promotion, and innovation of outdoor products/services and to supporting entrepreneurial students who advance our passion!

The Collegiate Running Association is delighted to announce our partnership with The Hall Global Entrepreneurship Center and Weber State University's first Outdoor Weber contest held March 22-24, 2018, at the Snowbasin, Wolf Creek and Powder Mountain resorts in the Ogden Valley of Northern Utah. Students from around the country are encouraged to submit their ideas for outdoor recreation products or services through 90-second videos. The winner will receive \$30,000 to develop their business concept.



In addition to a robust prize package, students will get VIP access to see the star of CNBC's "The Profit," Marcus Lemonis speak during the awards banquet March 23 at 5 p.m. at the Ogden Union Station.

The three-day contest and celebration is open to all U.S. college students.

Beginning Jan. 5, students can submit a video outlining their proposals to outdoorweber.com. The 25 semifinalists will be determined by the greatest number of online votes each video submission receives between January 26, 2018 and Feb. 15, 2018. A panel of industry experts will select 10 finalists who will be invited to Utah to refine their concepts with assistance from some of the world's most-recognized outdoor recreation-based companies.

"The Collegiate Running Association is committed to promoting healthy, active lifestyles among college students across the nation", said Steve Taylor, Collegiate Running Association president and co-founder. "We are thrilled to be a supporting sponsor of Outdoor Weber by Camping World. This competition recognizes and rewards the creative ideas of college students with endless inspirational potential for new products and their development to help everyone further enjoy the outdoor world. We look forward to promoting this competition and are exhilarated by the possibilities and excited by the opportunities this event provides college students nation-wide."

Visit OutdoorWeber.org for more information about the Outdoor Weber Competition.

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