



Midland Radio Announces Partnership with Tread Lightly!

KANSAS CITY, MO (March 10, 2023)- Midland Radio, a leader in two-way, emergency, and weather radio technology announced its partnership with Tread Lightly!

Midland Radio has cemented itself as a reliable brand within the off-road community, working to bring clear, strong, easy to use, and reliable communication to every adventure. Through its GMRS MicroMobile Two-Way Radio and handheld halkie talkie lines, Midland continues to make innovation within the off-road industry a top priority.

Midland Radio shares Tread Lightly!'s mission to keep trails open and accessible for all forms of motorized recreation. Tread Lightly! works towards this mission by promoting outdoor ethics to maintain healthy ecosystems and thriving populations of fish and wildlife. This includes, but is not limited to helping clubs organize clean-ups and trail maintenance days, ethics education, outreach in local communities, and the development of training programs.

The partnership includes outreach on both brands' social media, educational material handed out at off-road events across the country, information included within each Midland Radio order placed on the company's website, and donation opportunities for Midland customers.

"Because of Midland Radio's direct involvement in off-roading and all outdoor adventures, we feel it is important to make conservation and efforts to protect our environment a top priority. Through our partnership with Tread Lightly!, Midland Radio feels it can affect great change and make an impact to keep adventurers enjoying the great outdoors as safely as possible," Director of Marketing Shared Services for Midland Radio, Andrew Kinsman said.

About Tread Lightly!

Tread Lightly! Is a national nonprofit organization with a mission to promote responsible recreation through stewardship programs and ethics education. Tread Lightly!'s educational message, along with its unique training and restoration initiatives are strategically designed to instill an ethic of responsibility in outdoor enthusiasts and the industries that serve them. The program is long-term in scope with a goal to balance the needs of the people who enjoy outdoor

recreation with our need to maintain a healthy environment. Tread Lightly!'s award-winning materials, programs and services are solutions to some of the nation's most pressing recreation issues. Individuals and businesses can commit to Tread Lightly! and protect outdoor access by becoming a member at www.treadlightly.org.

About Midland Radio

For over 50 years, Midland Radio has taken a pioneering role in two-way radio technology, introducing CB, FRS, and GMRS two-way radio communication to the market. Today, Midland is the leading supplier of two-way radios and weather alert radios in the United States. Headquartered in Kansas City, the heart of the country, the Midland brand represents quality, value and reliability.