



FOR IMMEDIATE RELEASE

Contact: Justin Carter
719-216-3455
justin@peakpatch.com

June 15, 2015

Vail Valley Start-Up Peak Patch Donates 14 Percent to Colorado 14ers Initiative

Vail, Colorado - Climbing mountains makes the co-founders of Peak Patch feel alive and so does making sure those mountain trails are here to stay. Formed in early 2015, the Vail Valley start-up has created patches, stickers and magnets that serve as commemorative mementos for outdoor enthusiasts who summit 14ers in Colorado. Designed as the official achievement keepsake for hiking to 14,000 feet, each unique patch represents one of Colorado's 54 peaks.

"The vision behind Peak Patch is to help you celebrate your summit while promoting active stewardship," says COO Justin Carter. "The mountains give us memories for life, but taking care of them is not free. We realize not everyone has the ability to work on these trails so the least we can do is help empower those who can by donating to organizations like CFI."

Continued access to all of the Colorado 14ers is so important to Carter and CFO Fritz Oettinger that their new company has already committed to donating 14 percent of the gross purchase of their products directly to the Colorado Fourteeners Initiative (CFI). Formed in 1994, the CFI preserves and protects the natural integrity of Colorado's 14ers and serves as a visitor education organization. Recently released, their first ever Colorado 14ers Statewide Report Card estimates that repairing and restoring the 42 existing trails will cost at least \$24 million.

"CFI's report card means more resources need to be allocated to the trails we all enjoy," Carter explains. "Our mission is to help protect our nation's natural treasures by rewarding the individual achievements of those who cherish them as much as we do."

###

For more information visit <http://peakpatch.com> or contact Justin Carter at 719-216-3455 or justin@peakpatch.com.