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## Swim Against the Tide of Black Friday Madness with REI's #OptOutside

1 message

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Cynthia Mullis <cynthia.mullis@gmail.com>  
To: Scott Janzen <janzenscott@yahoo.com>

Sat, Nov 12, 2016 at 2:48 PM

Hi Scott,

This is the year that a movement becomes a tradition during **REI's #OptOutside on Black Friday, November 25**. By encouraging its customers and employees to abandon the retail frenzy of Black Friday and spend the day outside instead, REI is creating a new ritual for the busiest shopping day of the year.

I believe that you will find **REI's #OptOutside** to be rich with story possibilities for Evening Magazine.

One of the more unusual events planned for the day is a swim in the cold, Pacific Northwest saltwater at Alki Beach with the Notorious Alki Swimmers. This group includes founder Guila Muir, a nationally famous marathon swimmer, and Erika Norris, who recently became the first person in more than half a century to swim from Bremerton to Alki Point.

Any experienced swimmer is welcome to join the open water swim, with or without a wet suit. Kayakers and paddle boarders are encouraged to participate at Alki as well.

More traditional activities for the day include hiking, running, biking, climbing, and skiing. Fans are encouraged to share their outdoor experiences on social media using the #OptOutside hashtag.

Overview:

- 2016 is the second year that REI will close its doors on Black Friday (November 25) at all 143 of its retail locations, headquarters and two distribution centers.
- REI, the \$2.2 billion specialty outdoor retailer, will pay 12,000 employees to #OptOutside instead of reporting to work on November 25.
- Although REI stores will be closed, the REI website will still be operating as usual, with the exception of a landing page encouraging web shoppers to #OptOutside.
- In 2016 REI is partnering with parks, nonprofits, government agencies, companies and communities to encourage more people to skip shopping for the day and get outdoors.

More information is available at:

<https://www.rei.com/opt-outside> and

<http://blog.rei.com/news/optoutside-will-you-go-out-with-us/>

I can also connect you with REI's #OptOutside team, as well as Guila Muir at Say Yes To Life Swims.

I will follow up with you in the next few days to see if you're interested and to answer any questions you might have.

Cynthia Mullis

SVC PR

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