



## **The North Face Awards Paradox Sports Explore Fund Grant**

**[Boulder, Colorado] – July 17, 2015** – The North Face announced on July 7, 2015 Paradox Sports will receive \$20,000 from The North Face as a winner of the 2015 Explore Fund grant to expand our adaptive outdoor programs to include more youth.

Executive Director of Paradox Sports, Doug Sandok says “ From our experience having a large age range, inclusive of youth, provides a tremendous mentoring opportunity. The innate inclusivity of our climbing community creates an ideal support network for youth with disabilities to get into the outdoors and form positive bonds with others. Through mentorship, peer to peer interaction, and family support we create positive support networks and promote the development of leadership skills for personal success and resiliency for a better quality of life. The positive connections and experiences we facilitate on our climbing programs carry forward into adulthood and provide the basis for a lifetime of enjoyment in the outdoors.”

With support from the North Face Explore Fund Paradox Sports will deliver five nationwide adaptive climbing programs and five Colorado based adaptive climbing programs that will include greater numbers of youth aged 10 and older. Local adaptive climbing club activities take place three times a month and will focus on adaptive climbing skills set for kids indoors and outdoors depending on the needs and skill level of the group. We will expand our existing programs, clinics and educational opportunities to include more youth in 2015. We will invite 80 young people with disabilities to join our programs climbing rock and ice and exploring wilderness areas and grow new connections with their own abilities, with new friends and mentors, and with the incredible environments in which we play.

The mission of Paradox Sports is to improve people’s lives by creating physical adaptive sport communities built to inspire. Paradox Sports seeks to recognize and foster an individual's potential and strength, defying the assumption that people with a physical disability can't lead a productive life of excellence. Paradox Sports provides inspiration, opportunities, and specialized adaptive equipment so everyone is able to be an active powered sports.

The North Face selected a total of 47 organizations engaging more than 30,000 people in outdoor recreation focusing on projects that use outdoor exploration as the catalyst for positive, personal or societal change, provide experiences that nurture an appreciation of the outdoors or encourage participants to try new outdoor activities that allow outdoor exploration and adventure. Paradox Sports was selected as a top grantees for 2015, because of the commitment to growing the adaptive outdoor community.

“It is exciting to see the incredible organizations who are just as passionate about giving more kids the opportunity to experience the outdoors as we are,” said Ann Krcik, senior director of Outdoor Exploration at The North Face. “Together we are making an investment in the next generation of outdoor explorers who will grow to love and protect the wild places we all love to play.”

As part of its mission to start a global movement of Outdoor Exploration, The North Face introduced the Explore Fund ([www.explorefund.org](http://www.explorefund.org)) in 2010 and the program has since provided more than \$1.5 million in U.S. grants to more than 300 non-profit organizations committed to inspiring the next generation of outdoor explorers and conservationists.

###

### **About The North Face®**

The North Face, a division of VF Outdoor, Inc., was founded in 1966. Headquartered in Alameda, California, the company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snowsport athletes, endurance athletes, and explorers. The company's products are sold in specialty mountaineering, backpacking, running, and snowsport retailers, premium-sporting goods retailers and major outdoor specialty retail chains.

### **About Paradox Sports**

Paradox Sports is a Boulder, Colorado-based nonprofit founded in 2007 by Tim O'Neill, D.J. Skelton and Malcolm Daly to improve people’s lives by creating physical adaptive sport communities built to inspire. Focusing on adaptive climbing clinics

and trainings, human powered adaptive adventure experiences, and community building, the organization is breaking down barriers for people with paraplegia, amputations and limb differences, visual impairment and blindness, and other disabilities. For more information, visit [paradoxsports.org](http://paradoxsports.org).

**Media contact:**

Doug Sandok  
Paradox Sports  
720-638-5593  
[doug@paradoxsports.org](mailto:doug@paradoxsports.org)

Pamela Bennett Ajello  
The North Face  
510.748.2742  
[pamela\\_ajello@vfc.com](mailto:pamela_ajello@vfc.com)