

## FOR IMMEDIATE RELEASE

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## RUGGED RIDGE TRAIL ACCESS PROGRAM DONATES MORE THAN \$27,000 IN GRANTS SUPPORTING THE OFF-ROAD HOBBY AND PUBLIC LAND ACCESS

**Suwanee, Ga. (March XX, 2014)** – Following its November launch at the 2013 SEMA Show in Las Vegas, [Rugged Ridge](#) today announced that so far its [Trail Access Program](#) has awarded six grants totaling more than \$27,000 to non-profit off-road organizations.

The first round of donations included grants to the following organizations for the purpose of keeping recreational trails open on public land and advancing the interests of the off-road hobby:

- [Off-Road Business Association](#) (ORBA) – a national non-profit trade association of motorized off-road related businesses formed to promote and preserve off-road recreation.
- [Stay the Trail](#) – a program of the Responsible Recreation Foundation committed to encourage the responsible use of the roads and trails that are open to motorized recreation in Colorado.
- [New Mexico OHV Association](#) (NMOHVA) – a statewide nonprofit alliance of motorized off-highway vehicle enthusiasts and organizations dedicated to promoting, protecting, and preserving responsible OHV recreation through education, safety training and responsible land use ethics.
- [Colorado Association of 4WD Clubs](#) – a not-for-profit umbrella organization of four wheel drive clubs in Colorado created to influence government legislation regulating access to areas and trails for 4WD outdoor recreation and to promote responsible land stewardship through conservation, education and safety.
- [Colorado OHV Coalition](#) (COHVCO) – an environmental organization that advocates and promotes the responsible use and conservation of public lands and natural resources to preserve the aesthetic and recreational qualities of the outdoors for future generations.
- [Blue Ribbon Coalition](#) – a national recreation group that champions responsible recreation and encourages individual environmental stewardship.

Each of the donations – which come as part of a larger philanthropic effort from Rugged Ridge’s parent company Omix-ADA – can be designated for use toward education, stewardship, litigation, or any other activity advocating the conservation of public land and access to recreational trails.

“These six grants will go a long way towards protecting and maintaining public OHV trails across America,” said Dave Logan, Program Coordinator and Product Manager at Omix-ADA. “Rugged Ridge is pleased to have approved these first grant applications through our Trail Access Program and we look forward to supporting additional organizations in the future to help advance the off-road hobby.”

During the 2013 SEMA Show, Rugged Ridge’s parent company, Omix-ADA, announced committing an initial \$150,000 benefitting the Breast Cancer Research Foundation, SEMA Cares, and the Rugged Ridge Trail Access Program. The \$150,000 donation was designed to be split equally among the three organizations, meaning Rugged Ridge’s Trail Access Program was allocated a total of \$50,000 to distribute as grants of up to \$5,000 a piece helping to promote awareness and support the off-road industry. In the coming months, Rugged Ridge hopes to support many more organizations by distributing more than \$22,000.

For additional information on the Rugged Ridge Trail Access Program or to apply online for grants of up to \$5,000, visit [www.ruggedridge.com/trailaccess](http://www.ruggedridge.com/trailaccess).

**ABOUT OMIX-ADA, INC.**

Omix-ADA<sup>®</sup>, Inc. is the world's largest independent manufacturer and wholesaler of Jeep<sup>®</sup>, truck and off-road parts, accessories and floor liners. For two decades, Omix-ADA has designed, tested and manufactured more than 16,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge<sup>®</sup> and Alloy USA<sup>®</sup>, are distributed throughout the USA and in more than 70 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit [www.omix-ada.com](http://www.omix-ada.com).

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