



BEAR NAKED

For Immediate Release

Contact: Kathleen Drain
Formula
(619) 234-0345
Drain@FormulaPR.com

**VOLUNTEERS INVITED TO SECOND ANNUAL
BEAR NAKED TRAIL DAY CLEANUP IN VAIL**

*Weekend sponsors, organizers and participants team with U.S. Forest Service to give back during
Teva Mountain Games*

Vail, CO. (May 18, 2010)— [Bear Naked](#), the natural food company for the everyday adventurer, together with the U.S. Forest Service, will host its second annual [Bear Naked Trail Day](#) to clean up the Booth Creek Trail in East Vail on Friday, June 4 at 7:30 a.m. Held in conjunction with the 2010 Teva Mountain Games, the second annual Bear Naked Trail Day will carry its tradition of a complimentary trail head breakfast for all volunteers, featuring Bear Naked 100% Pure & Natural Granola, Stonyfield Oikos Greek Yogurt and fresh fruit. Participants in the trail cleanup also will receive a free Bear Naked/Teva Mountain Games 2010 water bottle, T-shirt and gardening gloves while supplies last.

“We encourage fans, residents and visitors of Vail to join us to help make a positive impact on the environment while also having fun outdoors,” said Ryan Therriault, senior manager, brand marketing and innovation. “We appreciate the incredible stage that Vail sets for the annual Games and the trails here are a big part of our weekend. The best way we can show our gratitude to the Vail community for hosting this event is to care for their local resources.”

The [2010 Teva Mountain Games](#) bring together professional and amateur athletes from around the world to the Vail Valley, June 3-6, for a weekend filled with adventure sports, art and music.

“Bear Naked Trail Day is an important part of our experience at the Games because this initiative reflects the very essence of Bear Naked, as we enjoy and respect all things natural—from natural ingredients in our foods to maintaining the very best that nature has to offer,” continued Therriault.

In addition to the trail cleanup, Bear Naked will also host the [Bear Naked Adventure Village](#) at Golden Peak. There, kids can learn to kayak “sit-on-top” style in giant kayak tanks, climb on a

portable climbing wall or simply take in some Teva Mountain Games action. Free samples of ***Bear Naked***[™] granola, ***Bear Naked***[™] ***Grain-ola***[™] bars and also the new ***Bear Naked***[™] Trail Mix will provide energy to attendees, while supplies last.

Bear Naked Trail Day and all activities in the Bear Naked Adventure Village are free and fun for the entire family.

About Bear Naked

Bear Naked is an all natural food and lifestyle company that offers a full line of all natural granolas, ready to eat cereals, and granola bars. Launched in 2002, the company is passionate about creating great-tasting, natural foods to fit today's active, on-the-go lifestyle and is best known for its homemade granola made from real whole grains and 100% pure and natural ingredients. Today, Bear Naked has evolved into a nationally recognized consumer brand that is available in more than 10,000 retail stores across the U.S. For more information, visit www.bearnaked.com.

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