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PRESS RELEASE

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**“PLANT YOUR SOUL”:
RECYCLING SKI POLES A NEW PROGRAM
AT
RECYCLE UTAH**

PARK CITY, UTAH –

What do you get when you take a recycled ski pole, add some recycled tires, plastic, metal and hemp? You get a “Soul Pole” – Park City’s newest manufacturing venture. Bryon Friedman and Erik Schlopy, founders and local professional skiers, have decided to give back to the earth. Bryon Friedman explains; “Our goal at Soul Poles is to produce a fully sustainable ski pole made from recycled materials and renewable and sustainable resources. Like most industries, the ski industry can be very wasteful but we have the technology and resources to produce environmentally friendly products that are both highly functional and stylish. We believe it’s necessary to start making these changes, even if it’s one pole at a time.”

Using all recycled materials to create a sustainable ski pole seemed far- fetched but after extensive research and engineering, Friedman found that it turned out to be a viable product. Soul Poles was inspired by the urge to raise environmental awareness and sensibility within the ski industry. Based upon the three concepts of Sustainability, Functionality and Creativity, Soul Poles is the first brand to

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create a fully sustainable and environmentally friendly hard good product to the ski industry.

Recycle Utah has partnered with Soul Poles as part of their “Harvest Program” to collect the unwanted and used ski poles which will be used in the production of the new poles. Please bring all of your ski poles to the facility at 1951 Woodbine Way any time. There is a special collection bin in the Warehouse.

For more information about this and other recycling programs available at Recycle Utah, call 435-649-9698 or visit their website at www.recycleutah.org. For more information about Soul Poles visit their website www.soulpoles.com or contact them at harvest@soulpoles.com.

Recycle Utah is Park City’s only non-profit community drop off recycling center providing resource re-allocation for more than 40 different items and a variety of conservation and educational programs for Summit and Wasatch Counties.

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