FOR IMMEDIATE RELEASE
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Manufacturers and Retailers of Outdoor Goods Invited to Beer:Thirty in Medford



Medford OR – Thursday, May 17, SOREDI, in partnership with the Oregon Outdoor Alliance (OOA), Arch Rock Brewing in Gold Beach and Medford's NW Outdoor Store will be hosting Beer:Thirty! The NW Outdoor Store, 980 Biddle Road, will host from 6:00 – 8:00 pm. Anyone who participates in making, manufacturing or selling items or services that help people in Southern Oregon live or play outside, should plan to attend. NW Outdoor Store will provide drinks at their Growler Bar as soon as the store closes at 6:00 pm.

Many people know Southern Oregon's world-class outdoor experiences make great tourist destinations, but SOREDI also recognizes the potential that exists for manufacturers, retailers, startups and service providers. Outdoor Recreation is a valuable industry sector with enormous potential to flourish in Jackson and Josephine Counties. OOA specializes in connecting these companies with resources and services, often provided by one another, that can provide the right solution at the right time for growth.

Van Schoessler, founder of OOA says, "Oregon's outdoor recreation economy generates $16.4 billion in spending, creates 172,000 direct jobs and produces $749 million in state and local tax revenue." Schoessler continues, "We were formed by a small group of industry veterans who wanted to help support and grow the outdoor industry in Oregon. We are people who work hard and play hard, innovate and collaborate to support a growing industry."

Rob Merriman, Community Development Manager at SOREDI says, "OOA has successfully helped establish a hub of outdoor recreation businesses in Bend. We think it's time to see if Southern Oregon can follow that model. Connecting makers of products and services with the same interests is a recipe that works, time and time again. Plus, this particular group is a lot of fun. We are going to enjoy getting them together for a beer and making some introductions."

About SOREDI: SOREDI is a private, membership - based, non - profit organization, governed by a board of directors. Its eight - person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at http://www.soredi.org.