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**FOR IMMEDIATE RELEASE**  
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BECKLEY, WV – New River Gorge Regional Development Authority (NRGRDA) and consulting partner, Noah Wilson of Emergent Opportunities, Inc., will be hosting a public event to discuss the future of the outdoor industry in the New River Gorge region.

Outdoor NRG is an economic development initiative led by the NRGRDA bringing together a broad coalition of outdoor vendors, retailers, enthusiasts, guides, manufacturing companies, related businesses, industry leaders, entrepreneurs, economic development leaders, funders and others interested in expanding the outdoor industry.

The New River Gorge region is rich in outdoor assets, development potential, strong leadership, and workforce. Outdoor NRG will serve as a catalyst bringing together partners interested in developing the region's outdoor industry and broader outdoor economy. Outdoor NRG strives to retain and grow a unique, healthy population of industry businesses that are complimentary to the outdoor industry: creating jobs, a stable workforce, and a growing regional population.

“Noah’s work with the Outdoor Gear Builders in Asheville, NC is impressive”, said Joseph Brouse, NRGRDA Executive Director.

“They have created a network of more than thirty member companies and are growing. New businesses are starting up and outdoor gear manufacturers from elsewhere are moving their headquarters there. The New River Gorge region is primed for the expansion of this industry.”

The event will be held on Tuesday, November 5<sup>th</sup> at 5:30 P.M. at Weathered Ground Brewery in Ghent, WV. Advance registration is encouraged at:  
<https://www.eventbrite.com/e/outdoor-nrg-economic-initiative-catch-up-tickets-77504324521>

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**About New River Gorge Regional Development Authority (NRGRDA):**

The New River Gorge region is a collection of vibrant, prosperous, futuristic-thinking people and employers. It is our mission to initiate, facilitate and support the economic and community development efforts within the counties of Fayette, Nicholas, Raleigh and Summers located in this region of West Virginia. NRGRDA stimulates the regional economy through business expansion and retention efforts, including an extensive portfolio of financial services, the management of sites for new companies locating to our region, and serving as a point of access for local service providers which offer a variety of technical assistance for business owners.