



To the people of the United States:

We're facing and living in a rapidly changing landscape. As citizens we need to take this historic moment in time to pause, reflect and question our history, our past, the present and the future we see for all people. People of color have questioned their role in history, their plight and their hunger for justice for 400 years. The political climate, the urban climate and the environmental climate have manifested unsafe environments into the lives of people of color.

It is time to ask how did we get here and most importantly, where are we going?

People of color have been facing racism for 400 years. It is an all-too-common feeling of fear for people of color moving through the urban worlds, as the day-to-day hustle of life is filled with constant discrimination and rejection from others as they try to function and be part of the fabric of humanity. The American fabric is consciously rejecting, targeting and isolating people of color, despite the important roles they have played historically with the hard labor to build our nation. Despite all the blood, sweat and tears, there is still no acceptance, no equality, and no justice.

I think on how people of color have had to endure pain, fear, anger and discomfort, to struggle just for the right to survive, to earn a simple pay check, to live in a safe neighborhood, to have access to healthcare and education. People of color are armed in this epic battle with only hope and an occasional glimmer of change on the horizon. In this struggle for equality and justice, we are shadowed from past champions of human rights: voices of leadership such as Dr. Martin Luther King Jr, Frederick Douglas, Rosa Parks, Medgar Evers, Fannie Lou Hamer, Malcolm X, Ella Baker, Shirley Chisholm, who all join us with their spirits in the fight of something so God Given and simple but so complex.

Today, we are being forced to look inward and outward and take bold action. We have to make change happen, starting with the way we think. We must change our heart and mindset before we take action amongst others. We will lead this charge to change with love, empathy and patience. We will need support of allies.

Our Mission is to provide safe passages and welcome access into more spaces beyond the urban world and into the outdoor world. While most citizens seek outdoor spaces for comfort, relief and escape, People of Color are faced with fear. There is no escape even in the Great Outdoors from injustice and inequality, so we're changing that. Outdoor spaces historically hold fear but could be sources of healing, comfort, enjoyment for us all to partake in when there is support to dismantle generational fear. Access to our shared outdoor spaces is a human right, but like all human rights it can be denied and eradicated. We all can benefit from the mental and spiritual experiences in these outdoor spaces as long as people of color can feel welcome, comfortable and safe.

I call for all clergy, brands, partners, and individuals of color in the community to take a stand with us and then take the first step forward. As brothers and sisters, we can help create the safe and accessible spaces in the wild country, on our public lands and our fresh water, where we can all take in peace and let go of fear. Generations after generations have been filled with bigotry, pain, hate, racism, and ignorance and in order to move forward with creating safe spaces, we give closure to the past by dismantling the fear with love. Love is king and love is needed for you to step in and serve your common human in support for access and safety for one another. It is not an option; it is an obligation.

Love is needed more than ever. Join me.

Chad Brown

Love is King.
President/ Founder
Chad Brown