Draft Press Release

**FOR IMMEDIATE RELEASE**

[Your Business Name] Embraces Unity Blaze Certification to Promote Inclusivity in Outdoor Activities

[City, State] – [Your Business Name] is proud to announce its commitment to fostering a more inclusive and welcoming environment for all outdoor enthusiasts. Through participation in the Unity Blaze Certification program, our team has gained valuable insights into the barriers that often prevent Black folks and People of Color from fully engaging in outdoor activities.

"We believe that everyone deserves the opportunity to experience the beauty and joy of nature," said [Your Name], [Your Title] at [Your Business Name]. "By embracing the principles of Unity Blaze Certification, we are better equipped to create a welcoming and inclusive space for all visitors."

The Unity Blaze Certification program provided our staff with a deeper understanding of the historical, cultural, and social factors that have contributed to lower participation rates among Black folks and People of Color in outdoor activities. Armed with this knowledge, we are committed to:

* Creating a more inclusive environment: We will strive to make our business a place where everyone feels valued and respected, regardless of their race, age, gender, or abilities.
* Educating our staff: Our team will continue to receive ongoing training and education to ensure they are equipped to provide exceptional service to all customers.
* Partnering with diverse organizations: We will collaborate with organizations that are working to increase diversity and inclusion in the outdoor community.

“We are excited to partner with [Your Business Name] in our mission to increase unity in the outdoor community and beyond,” said Earl B. Hunter, Jr., founder and president of Black Folks Camp Too. "Together, we are changing the world one campfire at at time"

About [Your Business Name]

[Brief description of your business, including its mission, products, and services]

Media Contact: [Your Name] [Your Title] [Your Email] [Your Phone Number]