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**MOTHER™ lends support to Pass It On – Outdoor Mentors Program**  
Known for its technical hunting packs, MOTHER helps bring kids outdoors

WICHITA, KS (January 25, 2008). For most Americans, outdoor activities are hereditary – loving, outdoor-oriented parents take their kids along on adventures, thereby building life long affinities and respect for natural resources that the children maintain throughout their years. Today, many children express an interest in outdoor activities, but don't have the support to help them realize those adventures.

MOTHER has stepped up to help these kids. A portion of the price of every pack sold on MOTHER's website ([www.moherittech.net](http://www.moherittech.net)) will go directly to Pass It On – Outdoor Mentors Program. MOTHER will also be supplying packs for specific Pass It On – Outdoor Mentors Program events. Lynn Beck of MOTHER stated that, "There are just a ton of extremely worthy organizations vying for limited dollars. We're running a business, but we also have to follow our hearts. We feel that the Pass It On – Outdoor Mentors Program is helping build young lives, keep kids out of trouble, and bolstering the ranks of outdoor enthusiasts. It is a win for companies involved in the outdoor marketplace, the kids, and the future of our country."

The Pass It On – Outdoor Mentors program recruits mentors who will share their love of the outdoors with children who lack opportunities to get outdoors without a mentor showing them the way. Working with youth mentoring organizations like Big Brothers Big Sisters, Pass It On – Outdoor Mentors relies on the outdoor community to step forward to provide both volunteers as well as financial assistance to grow the program. "Too many children are spending too little time outdoors," commented Mike Christensen, President of Pass It On – Outdoor Mentors, Inc.

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“The generosity shown by MOTHER reflects their commitment to the outdoors...providing not only quality products for the consumer, but working to make the outdoors accessible for our youth as well,”

When MOTHER’s founder Marty Grabijas was searching for a company identity, he knew full well that the word “Mother” could be spun in many ways, and had different connotations depending on if you were with a family member, one of your hunting buds, or just took the skin off of your knuckles while changing the starter on the truck. MOTHER – as in Necessity is the MOTHER of Invention – was born out of personal frustration and now provides innovative, performance-based equipment to those who seek the ultimate in technical functionality coupled with MOTHER’s distinct design. The assistance MOTHER is now providing to Pass It On – Outdoor Mentors through this effort will make it possible for more of our youth to experience the outdoors cherished by Marty and Lynn and all of their customers.

For more information about MOTHER, please visit the MOTHER website at <http://www.moheritch.net>. There you will find detailed product information, more information about the company and an online catalog to place your order.

For more information about Pass It On -- Outdoor Mentors, Inc., please visit the Pass It On -- Outdoor Mentors website at <http://www.outdoormentors.org>.