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Hi-Tec Sports Deepens its Portland Roots through Sponsorship of Friends of Trees' Annual Forest Park Planting Event

The outdoor footwear and apparel company, which moved to Portland in 2011, kicks off its four-year-long partnership with Friends of Trees at planting on Saturday, February 18

February 13, 2012 (Portland, OR) – Hi-Tec Sports USA is literally deepening roots in its adopted hometown of Portland, Oregon. The global sports and outdoor company, which moved its USA headquarters from Modesto, California to Portland, Oregon in January 2011, has partnered with **Friends of Trees** and committed to donating \$10,000 to the Portland non-profit organization from 2012 through 2015.



At the center of the partnership is Hi-Tec's sponsorship of the annual tree planting in Forest Park. This year's event is taking place on Saturday, February 18, 2012 at 9:00 a.m., when approximately 100 volunteers will gather in the city's green centerpiece and plant more than 300 native plants, such as Oregon Grape, Snowberry and Western Hemlock. In addition to funding the seedlings, Hi-Tec will be thanking each volunteer with a \$20 gift certificate to its online store, www.hi-tecstore.com. Hi-Tec will also raffle off select Hi-Tec footwear and apparel at the event.

"Friends of Trees is an amazing organization and the epitome of what makes Portland such a special place to work and live," said Bill Berta, General Manager, Hi-Tec USA. "Their work not only makes our city streets and neighborhoods more beautiful, but it

also improves the health of our environment and outdoor playgrounds. We're proud to partner with them and help support their important work."

"We are extremely excited to have Hi-Tec as a partner in Friends of Trees' and Portland Parks and Recreation's continued restoration activities in Forest Park," said Sean Sweeney, Friends of Trees Green Space Initiative Specialist. "This work has brought hundreds of people from the surrounding communities together to care for and restore public land that is dear to people of the region."

Friends of Trees' mission is to bring people in the Portland-Vancouver and Eugene-Springfield metro areas together to plant and care for city trees and green spaces. Since the nonprofit was founded 1989, it has planted more than 430,000 trees and native plants.

About Hi-Tec Sports

Founded in 1974 by company Chairman Frank van Wezel, and with annual sales exceeding \$250 million, Hi-Tec created the lightweight hiking category with the introduction of the Sierra Sneaker and Sierra Lite hiking boot. Today, Hi-Tec remains true to its heritage, offering technical footwear and apparel for outdoor adventure. With over three decades of product and performance technology innovation, Hi-Tec is committed to making rugged, durable products for work, trails and life, authentically inspired by the real outdoor experience.

Hi-Tec Sports USA is a subsidiary of Hi-Tec Sports, PLC, Amsterdam, Holland. Hi-Tec products are sold in over 70 countries worldwide. For more information, visit www.Hi-Tec.com and follow us on facebook.com/hitecusa and twitter/hitecusa.

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