

PRESS RELEASE

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CONTACT: Patrick McConnell, pmcconnell@afphq.org

Americans for Prosperity brings Trade Builds America campaign to Outdoor Retailer 2021

Grassroots coalition highlights importance of free trade to future of thriving outdoor industry and its impacts on Americans from coast to coast

DENVER, Colo.—Trade Builds America announced its Colorado team will exhibit at the Outdoor Retailer 2021 trade show to bring attention to the importance of free trade to the outdoor industry and the benefits it brings for the business and consumers who fuel it. The Trade Builds Colorado coalition will be on hand to connect with businesses and leaders to build partnerships and coalitions based on shared values and understandings of trade to promote and strengthen the outdoor industry.

AFP Colorado's Coalitions Director, Patrick McConnell had this to say about the group's goals heading into the trade show:

“There is no doubt Colorado thrives on the outdoor industry, and the businesses and leaders at Outdoor Retailer can help shape the future landscape for trade policy here in Colorado and nationally. Trade Builds America is committed to bringing these changemakers together to promote better trade policy, tell their stories to educate and empower the public with better information, and to show the wide array of benefits for not only our outdoor retailers, but for all Americans when we embrace trade and work together to promote, not restrict, trade around the globe.”

In Colorado, a hotbed for the outdoor industry, over \$23 billion in goods and services are exported each year; more than 720,000 Coloradans are working in trade-dependent jobs; and more than 5,500 Colorado businesses rely on exports to do business. Over 4,800 Colorado small businesses export to help expand their customer base and increase overall sales and profits. Jobs supported by goods exports pay up to an estimated 18 percent higher wages. Trade provides Colorado consumers with lower prices and more choices. Average consumers gain an estimated 29 percent of their purchasing power from trade.

If you are an industry leader or business owner whose work is impacted by trade, Trade Builds Colorado would like to hear from you and provide resources to grow support for trade throughout Colorado. Visit [TradeBuildsColorado.com](https://www.TradeBuildsColorado.com) to get more information and explore partnership opportunities. Outside of Colorado? Visit [TradeBuildsAmerica.com](https://www.TradeBuildsAmerica.com) for information, resources, and to join the effort!

The Trade Builds Colorado coalition consists of Americans for Prosperity, The World Trade Center Denver, The Colorado Farm Bureau, The Colorado Business Roundtable, The LIBRE Initiative, and Manufacturer's Edge, which help elevate our message to our community leaders and policy makers throughout the state by sharing stories from Colorado businesses regarding the benefits trade provides as well as the impacts of trade barriers on our economic recovery.

Trade Builds America is committed to building a network of trade leaders, knowing the most effective way to do that is by building partnerships with respected business and community leaders to promote policies that reduce unnecessary trade barriers.

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