



FOR IMMEDIATE RELEASE

June 5, 2012

Contact: Kerry Shearer (916) 838-4775

Sacramento-based groups launch never-before done Yosemite adventure to protect our vulnerable natural treasures

"3RIMS3DAYS: Trek to Protect a National Treasure"

(Sacramento, CA) – Citizen Voice, a rapidly growing non-profit movement based in Sacramento with a mission to involve citizens and protect the vulnerable, has teamed up with one of the most highly-regarded adventure sports organizations in California, BAS, for 3RIMS3DAYS: Trek to Protect a National Treasure, set in the incomparable Yosemite Valley for June 22-24, 2012.

Trekkers will hike to the top of all three of Yosemite's rims from the valley floor in three consecutive days - covering over 40 miles and over 14,000 feet of elevation gain - Half Dome/Cloud's Rest day one, North Dome day two, and finally Glacier Point. This one-of-a-kind adventure is believed to be the most challenging Yosemite trek ever opened to the public, for an experience that can only be described as life-changing in its demands and meaning.

Money raised through sponsorship of the trekkers will benefit three causes:

- **The Yosemite Conservancy**, to directly protect Yosemite's flora, fauna, land and water;
- **BAS's Access to Adventure**, to make outdoor adventure accessible to all kids and generate an appreciation and respect for treasures like Yosemite; and
- **Citizen Voice**, to involve citizens in protecting vulnerable animals and other parts of our created world, like the "crown jewel of our national parks," Yosemite.

"In addition to protecting vulnerable people, it has always been the vision of Citizen Voice to help protect the tremendous gifts of the stunningly beautiful natural creation we enjoy here in California and around the world," said Citizen Voice President Gary Dietrich. "Protecting these irreplaceable resources requires wise stewardship – an historic value in the best of American traditions."

Dietrich explained that 3RIMS3DAYS is a way to involve citizens who share these values in a very practical and meaningful effort to leave a unique legacy for future generations. "The Yosemite Valley is one of our country's greatest national symbols and treasures, and I'm excited about the growing potential of this event to make an impact."

The trek's 14,000 feet of elevation gain is the equivalent of hiking California's highest peak, Mount Whitney, from sea level.

Those wishing to sponsor the trekkers, with 100% of the tax deductible proceeds going directly to the causes listed (trekkers pay all their own trek costs) can do so and find more information at 3Rims3Days.com or www.CitizenVoice.org.