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Outdoor Lifestyle Business News

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Osprey Packs is proud to announced that Osprey Retail Marketing Manager Sarah Harper Burke received Outdoor Industries Women's Coalition First Ascent Award for leadership.

The First Ascent Award recognizes a woman in the industry who demonstrates strong potential for leadership and career advancement as well as a commitment to OIWC and the industry as a whole. Harper Burke received the award last week at OIWC Keynote and Awards Presentation at Outdoor Retailer in Salt Lake City.

"This award is very special to me however this award is much bigger than just me," said Harper Burke. "It is about the future health of our industry. It is about celebrating women in the workplace. Most of all, this award is about change and building a better, stronger business practice for all of us."

Holding an MBA from Colorado State University and a masters in sports management from the University of Tennessee, Harper Burke's outdoor industry career has spanned almost two decades. Serving on the Outdoor Industry Women's Coalition board of directors from 2010 to 2014, provided Harper Burke with the opportunity to work with other top women in her field and gain a more global view of management in the outdoor, bike and ski industries.

Founded in 1996, the Outdoor Industries Women's Coalition is the only national organization dedicated to workplace diversity and inclusion by expanding opportunities for women and companies in the Outdoor, Snow, Run, and Bike Industries. The OIWC provides professional development and women's leadership programming that promotes women's advancement.

"Recognizing women leaders in the Outdoor and Snow Industries is one way OIWC provides inspiration for our members who aspire to advance and build their careers in the industry. We are thrilled to recognize the incredible impact of women like Sarah on the industries' efforts around diversity and inclusion that leads to greater innovation," said Deanne Buck, OIWC Executive Director.