

## NEWS

For Immediate Release

## CONTACT

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### **MAYFLY OUTDOORS RECOGNIZED AS ONE OF COLORADO'S MOST COMMUNITY-MINDED COMPANIES**

Announcements marks the organizations fourth consecutive year on the list

**MONTROSE, COLORADO – (November 10, 2022)** Mayfly Outdoors has been named an honoree of 2022 Civic 50 Colorado by CSR Solutions of Colorado and Points of Light, the world's largest organization dedicated to volunteer service and community impact.

The award recognizes Mayfly as one of the most community-minded companies in Colorado, determined by an independently administered and scored survey. It's the fourth year in a row the company is recognized, and one of only two organizations on the Western Slope of Colorado along with Vail Resorts.

The Civic 50 Colorado sets the standard for civic engagement and creates a roadmap for companies seeking to best use their time, talent and resources to drive social impact in their company and community.

The report is the only evaluation that exclusively measures corporate involvement in communities. Mayfly is best known for its internationally recognized fly fishing brands Abel®, Ross Reels®, and Airflo®.

"Montrose is important to us, and our goal is to make it a better place," said Jeff Wagner, Mayfly's CEO. Mayfly is currently partnering with the Montrose community to restore and enhance nearly 1.5 miles of the Uncompahgre river.

The endeavor includes the recently completed Connect Trail comprising nearly 2.25 miles of new walking trails for families and outdoor enthusiasts, and preserving over 40 acres of land for open space enhancement and wildlife preservation.

Mayfly was previously recognized by both former Governor John Hickenlooper and current Governor Jared Polis for their positive impact in Montrose.

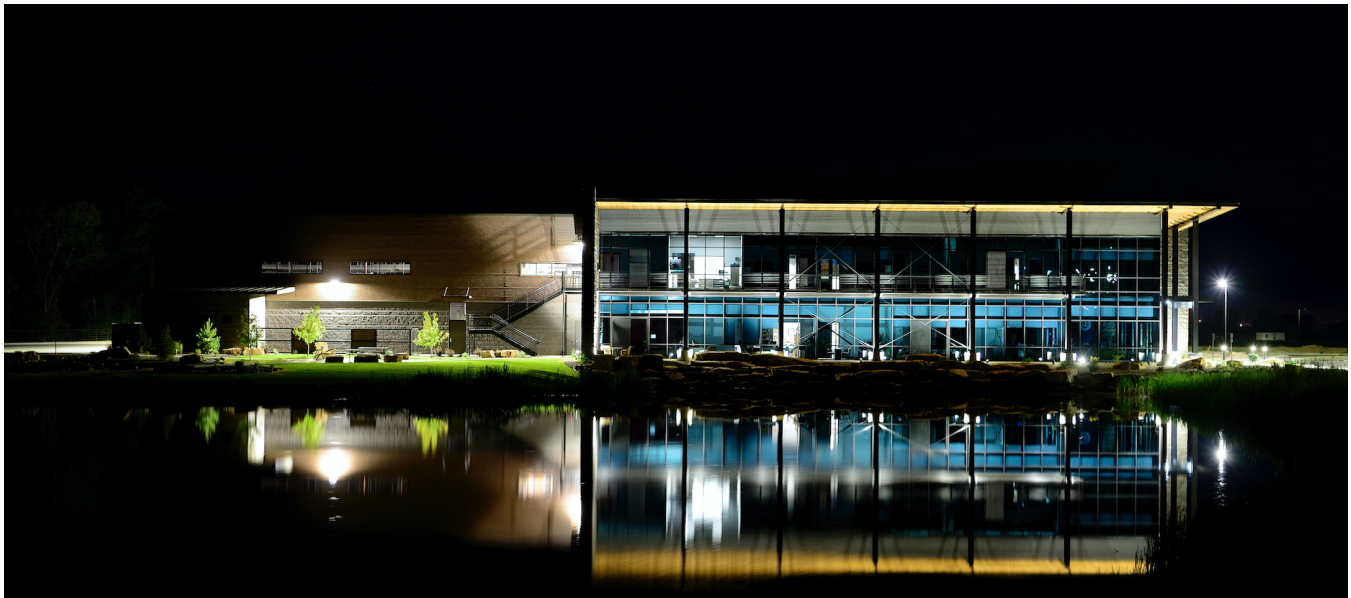
"Our products are manufactured in Montrose, and we're very proud of to be making a difference in our community," added Wagner. The company supports several engineering and manufacturing jobs, and recently expanded into a new, 41,000 square foot facility. The company now employees nearly 130 people worldwide.

Mayfly is also a Certified B® Corporation, a designation the company earned alongside businesses like Patagonia and Ben & Jerry's ice cream. Certified B® corporations pass more third party analysis while committing to using business as a force for good.

The Civic 50 Colorado awards provide a standard for superior corporate citizenship and showcases how companies can use their time, skills and resources to impact their communities. The Civic 50 Colorado honorees will be recognized during The Civic 50 Colorado Awards on November 10, 2022.

CSR Solutions, a leader in community engagement and philanthropy, is pleased to be the first in the country to bring the nationally revered Civic 50 Awards to Colorado. "Colorado companies, like Mayfly, have invested significant resources in communities to build a strong, resilient, connected and healthy place for us all," said CSR representatives. "The impact stories are aimed to inspire us all to support their efforts."





Mayfly headquarters in Montrose, CO

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### **About Mayfly Outdoors**

Mayfly Outdoors is a Colorado-based outdoor products company headquartered in Montrose, Colorado. Mayfly subsidiaries operate under various brand names including Abel, Ross Reels, and Airflo. Combined, these businesses are the recipients of more industry “Awards in Excellence” for innovation, dependability and performance than any other fly-fishing tackle manufacturers in the world. Learn more at [mayflyoutdoors.com](http://mayflyoutdoors.com)

### **About B® Corporations**

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 2,000 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal – to redefine success in business. For more information, go to [www.bcorporation.net](http://www.bcorporation.net)

### **About CSR Solutions of Colorado & Civic50**

At CSR Solutions of Colorado, we believe that workplaces can DO BETTER BY DOING GOOD. We offer a robust suite of cost-effective products and services, making it easy for workplaces large and small to build and grow their community strategies through volunteer engagement, philanthropic impact and community reputation. Let us help you create your company’s corporate social responsibility strategy and road map. For more information, visit [www.csr-solutionsco.org](http://www.csr-solutionsco.org).

### **About Points of Light**

Points of Light is a global nonprofit organization that inspires, equips and mobilizes millions of people to take action that changes the world. We envision a world in which every individual discovers the power to make a difference, creating healthy communities in vibrant, participatory societies. Through 177 affiliates across 38 countries, and in partnership with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 16 million hours of service each year. We bring the power of people to bear where it’s needed most. For more information, go to [www.pointsoflight.org](http://www.pointsoflight.org)