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## **New Outdoor Recreation Business Directory** *Outdoor recreation businesses get online assist from state*

**SANTA FE, N.M.** – The New Mexico Outdoor Recreation Division (ORD), a division of the Economic Development Department (EDD) announced that it has created the state’s first digital outdoor recreation business directory. The goal of the free resource is to market the state’s robust outdoor recreation economy, assist businesses, and connect people and customers with the resources they need to be successful and get outside.

ORD’s business directory aims to be a free, comprehensive list of outdoor recreation businesses, nonprofits, government agencies, educators, and others across the state. Just launched last week, the directory is already populated by 26 outdoor recreation businesses – all members of endeavOR New Mexico, the state’s first outdoor recreation business trade alliance -- and is growing fast. Early registrants include Cottonwood Gulch Expeditions, 505 Cycles, Far Flung Adventures, and River Source Inc.

ORD created the directory to support the vibrant network of New Mexico outdoor recreation businesses and bring more visibility to their work. The free resource will build community and relationships between the diverse employers and their customers within this sector. The new web page will help the state to champion New Mexico’s diverse, robust, and thriving outdoor industry.

“There are hundreds of thriving outdoor recreation businesses already in New Mexico,” ORD Director Axie Navas said. “Together they comprise the state’s \$2.4-billion outdoor economy. We want this new, free resource to highlight these companies and make it easier for directory users to connect with guides, retailers, manufacturers, glamping outfitters, land advocates, and much more.”

Categorized by sector, and further organized by name and location, businesses and organizations are easy to find and sort on the directory.

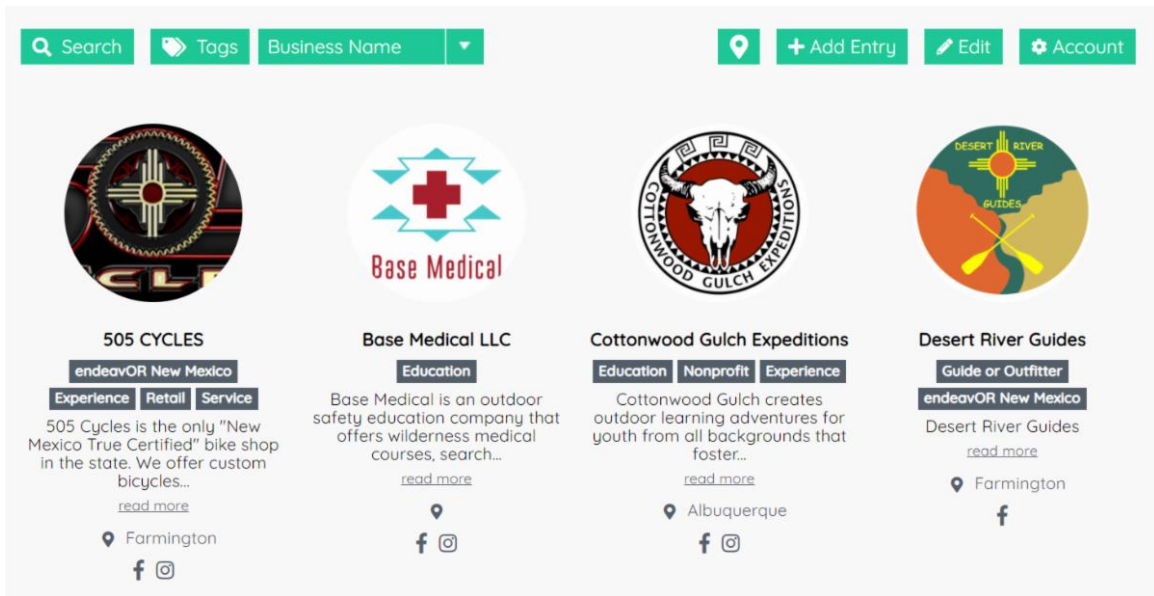
Navas is encouraging all businesses related to the outdoor economy to register to be included in the directory. Businesses need to complete a short registration form, and once approved by

ORD staff, the applicant's organization will be listed live on the directory's website. Your organization must be directly related to the outdoor recreation industry and be based in New Mexico to be included.

You can see the directory, and apply for inclusion, at <https://www.nmoutside.com/business-directory>.

For more information about the Outdoor Recreation Division, visit their [website](#). For information or assistance with the business directory, [contact ORD Director Axie Navas](#).

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*The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.*

New Mexico Economic Development Department  
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