

Outdoors industry muscles into politics

By Benjamin Spillman, Reno Gazette-Journal

The backcountry can be a great place to escape – except when it comes to politics.

That's especially true in western swing states such as Nevada and Colorado where political experts and special interest groups are already trying to galvanize allies and marginalize enemies for the 2016 campaign cycle.

And when it comes to winning votes from outdoors enthusiasts public lands become the political battlefield.

Look no further than a recent push from the Outdoor Industry Association to highlight swing state voters' affinity for keeping public land in Nevada and Colorado in the hands of the federal government.

Read the whole story