

The new landscape of adventure



Actor-comedian Rob Riggle, right, indulges in a selfie with a fan at Tahoe's celebrity golf tournament. Photo Copyright 2017 Carolyn E. Wright

By Emily Harrington, Moonshine Ink

Being an “adventurer” used to mean something different. It was a solitary act; something people did to get away from normal life where they could find meaning away from the modern world of technology, money, fame, and ego. Or rather, that was the intrinsic definition we once gave to the act of “adventuring.”

It was the Stone Masters in Yosemite Valley, who climbed walls once deemed impossible to conquer, but told no one, only to have the legendary tales leak out through word-of-mouth and

rumor. It was similar with big ski descents in the High Sierra. The saying goes, "There's no such thing as a first descent in the Sierra, because someone surely did it back in the day. You just didn't hear about it."

Nowadays adventuring is a business. Instagram, Snapchat, Facebook, Twitter, etc. – every outdoor company and professional athlete are expected to promote themselves and the brands they represent in a shamelessly overt and public fashion.

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