



Wolverine introduces Lorin Paley as 2014 Guardian Project Ambassador

Wolverine, the maker of dependably rugged boots since 1883, is pleased to introduce Lorin Paley as the 2014 Ambassador of the [Wolverine Guardian Project](#). The program is a partnership between the brand and people who work outdoors, dedicated to guarding, protecting and serving the outdoors so that others can continue to explore and enjoy it. The project aims to highlight the valuable work these Guardians do and achieve a deeper understanding of the specific product needs of those serving in these demanding positions.

Wolverine has selected 21-year-old Lorin Paley as 2014 Guardian Ambassador because of her work as an advocate for the outdoor industry and outdoor recreation, as well as her passion for introducing others to the outdoors. She has served as an ambassador for Outdoor Nation, a non-profit organization dedicated to connecting youth with nature through grants supporting project ideas and outdoor events. She's also involved in organizations like the Upper Valley Mountain Bike Association, which builds new trails and plans group mountain bike activities, and Bait and Bullet, a women's hunting group. Paley is currently a student at Dartmouth University.

"I think there is a level of paying it forward and people who are experienced in the outdoors should give to the inexperienced. It shouldn't be a burden for the people who haven't been outside to get outside, we should help show them the way," Paley said. "It's an awesome feeling to get out there and see something bigger than you, which can create experiences and skills that can help you take on anything in your life. I'm happy to be a Wolverine Guardian Project Ambassador and be part of a group that challenges themselves every day to make the outdoors a place where people with all experience levels can play and grow."

[\[Watch a video about Guardian Ambassador Lorin Paley.\]](#)

Wolverine has partnered with more than 50 passionate individuals, from wildland firefighters and search and rescue volunteers to wildlife researchers and outdoor advocates. A driven and determined group who have answered the call of the outdoors, these Guardians are shepherds and stewards who are creating, maintaining, repairing, educating and guiding so that others can continue to explore and enjoy the outdoors.



"We are thrilled to introduce Lorin as the 2014 Guardian Ambassador; she is an exemplary model of someone who has a passion for preserving the outdoors and spreading that passion to others," said Kelly Redinger, Wolverine Marketing Director. "Partnering with Guardians allows us to highlight dedicated people like Lorin, as well as gain valuable insight on product performance that we can incorporate into our design and development process so we can continue making outdoor footwear that meets the demands of their outdoor lifestyles."

Garth Levin, a wildland and structural

firefighter, was the Wolverine Guardian Project's 2013 Ambassador.

Are you a Guardian? Visit www.wolverine.com/guardianproject or email GuardianProject@wwwinc.com for more information and to apply for the project.

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Wolverine is the brand that uniquely binds American ingenuity and artistry, making every product as enduring as the people who wear them. Top to bottom, inside and out, Wolverine uses the finest materials, unrivaled craftsmanship and innovative technologies. For the driven and determined group who have answered the call of the outdoors full-time, creating, maintaining and guiding outdoor spaces so that others can continue to explore and enjoy, Wolverine offers [boots](#), apparel and accessories that are designed for comfort and built to last. Because we believe tenacity never goes out of style. For more information visit www.wolverine.com or call 866-699-7369. Wolverine is a division of Wolverine Worldwide.

