



**FOR IMMEDIATE RELEASE**

Media Contact:  
Steve Llorente  
**Industrial Revolution, Inc.**  
425-883-6600  
e-mail: [steve@industrialrev.com](mailto:steve@industrialrev.com)

## ***Industrial Revolution joins Leave No Trace as Corporate Partner***

**Redmond, WA (October 2007)** – Industrial Revolution, Inc. announced today that they were partnering with Leave No Trace – Center for Outdoor Ethics whose mission it is to educate the public on how to enjoy the outdoors in an environmentally responsible way. Partnership made sense since Industrial Revolution’s core products, including Candle Lanterns, Grilliput and Light My Fire, support core Leave No Trace Principles which include: 1) Dispose of Waste Properly, 2) Minimize Campfire Impacts and 3) Plan Ahead and Prepare. The Partnership was announced by Keith Jackson, President of Industrial Revolution. “We will continue to introduce and promote products that support Leave No Trace Principles – it’s vital that we preserve and protect these natural areas so that we can enjoy them today and so that our children can enjoy them tomorrow. Damage to the environment can be irreversible and we need to educate others to prevent harm that threatens these beautiful areas”.

### **About Industrial Revolution, Inc.**

Dedicated to burning the candle at both ends to bring innovative ideas to the outdoor recreation market, Industrial Revolution, Inc., located in Redmond, Washington, is the manufacturer of diverse products from UCO Candle Lanterns to the Play & Freeze® Ice Cream Maker. Industrial Revolution was founded as the UCO Corporation in 1973 and quickly became the world leader in the production of candle lanterns with designs and accessories that were superior to all other available products. The Candle Lantern is still a preferred lighting solution for minimizing campfire impacts. Industrial Revolution now offers a full line of US-made candle lanterns including the Original, the Mini (which burns tealight candles) and the Candlelier (which burns 3 candles). In 2005 they introduced a Candle Lantern with an LED attachment in its base for added functionality. This year Industrial Revolution will introduce its first all LED lantern with significant power in a small package.

Industrial Revolution also distributes Grilliput and the Compact Firebowl in the US and Canada. Grilliput folds up to be so compact that it can be stowed almost anywhere. With the compact firebowl, your grilliput fire is contained supporting an important Leave No Trace Principle of minimizing campfire impacts. Finally, Light My Fire products which are Made in Sweden support the minimizing of waste while camping. The Outdoor Mealkit which includes the unique spork, the first fork/knife/spoon combination, allows anyone outdoors to pack in and eat a great meal while minimizing litter. Components are reusable, durable and recyclable. Light My fire also makes dependable firestarters and all-natural tinder products including Mayadust and Mayasticks. For additional information about any of these products, contact Industrial Revolution, Inc. at 888-297-6062 or visit [www.industrialrev.com](http://www.industrialrev.com).

### **About Leave No Trace**

Leave No Trace is a stewardship program that combines knowledge and judgement with ethical responsibility. It is a program designed to expand the understanding of how we can enjoy the out-of-doors while protecting the natural areas and the experiences we all cherish. You can do your part by learning more about the program and practicing Leave No Trace whenever you recreate outdoors. For additional information about Leave No Trace, contact them at 303-442-8222 or visit [www.LNT.org](http://www.LNT.org)

###