

For Immediate Release



Alpen Optics Helps 2008 U.S. Paralympics Archery Team Go for the Gold

Alpen Optics will sponsor the 2008 U.S. Paralympics Archery Team in Beijing, China, as its members go for the gold. Alpen produces quality products and believes in quality people. These Paralympians represent the finest traits of our society. They haven't given up in the face of adversity. Not only have they learned to deal with their disabilities, they've used what many call handicaps to achieve more than most of us ever can dream. Quality people with quality optics is America's hope for the gold in this year's Paralympics that takes place in September.

"Alpen feels honored and privileged to be a part of these athletes' dreams," Vickie Gardener, vice president and co-owner of Alpen Optics, explains. Alpen's decision to sponsor the team has been made after 6 years of getting to know some of these athletes.

Two amazing young men gave Alpen new insights into viewing the sport of archery and the world in general. K.J. Stone and K.J. Polish, both in wheelchairs, had a passion for archery. Alpen proudly added both to Alpen Optics' Pro Archery Shooters' Team in 2002.

When you speak to these young men, their positive outlooks on life shine through any physical challenges they have. You'll be immediately inspired by them. The two K.J.s truly have persevered against odds that will have left average people shaking their heads and giving up. Competitive archery is their game and their passion.

Through the K.J.s, Alpen met the rest of the U.S. Paralympics Archery Team and its hard-working coach Randy Smith. Alpen immediately made the commitment to support, cheer for and supply the team with the optics needed to prepare for and compete in the 2008 games in Beijing. As Gardner emphasizes, "At Alpen, we enjoy the game of archery, and we've fallen in love with the people on this Paralympics Archery Team. We admire young people who have gone above and beyond what's expected of them. Their tenacity, passion and love of the sport of archery is highly contagious. Just by being themselves, they inspire and encourage others to get out there and do more than the norm in any sport, anyone's life dream or in one's daily life."

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As K.J. Stone quotes Jane Stone, “Each one of us who travels further than the obstacles in our way will know a different kind of life from that time on,” and that’s what Alpen Optics hopes to foster through its support of the U.S. Paralympics Archery Team.

You can read K.J. Stone’s story in Archived Stories at www.alpenoutdoor.com.



(Caption) Alpen Optics super pro K.J. Stone readies for the Paralympics 2008

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