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CLEAR WATER OUTDOOR OPENS IN THE HISTORIC THIRD WARD

Clear Water Outdoor's Newest Location Opens in Milwaukee's Historic Third Ward

Milwaukee, WI, November 7, 2014– Clear Water Outdoor Opens their Doors in Milwaukee's Historic Third Ward

Skip a rock across the stillness of a Wisconsin lake and what do you see? Ripples. They expand out in a circular motion across the water until they reach the outermost shore.

*“A **ripple effect** is a situation where, like the ever expanding ripples across water when an object is dropped into it, an effect from an initial state can be followed outwards incrementally.”*

The Clear Water Outdoor 'ripple effect' started 9 years ago in the little resort town of Lake Geneva on the Wisconsin/Illinois border. That small store launched with a vision to connect friends, family and oneself with nature. Still on the move, this initial ripple has not yet hit the outermost shore. From Lake Geneva's initial drop, many ripples have expanded outward as the vision for Clear Water Outdoor has continued to expand exponentially. With an enthusiastic group of dedicated staff, growth is upon them at record speeds this year and is causing the ripples to grow into some major waves. In just a few days, Southeast Wisconsin will see the opening of Clear Water Outdoor's third and largest store in the eclectic Historic Third Ward neighborhood of Milwaukee, Wisconsin.

Clear Water Outdoor will be offering Milwaukee's Historic Third Ward and surrounding neighborhoods a variety of trendy outdoor apparel, footwear, gear and outdoor adventures. Some of their most popular

brands include: Patagonia, Prana, Toad & Co, Mountain Hardwear, Olukai, Chaco, Salomon, Outdoor Research, Osprey, Yakima, Tahoe SUP, Boardworks SUP, Perception and Current Designs kayaks. In addition to these popular brands, team CWO seeks to 'encourage and enhance one's life outdoors' through the Clear Water Outdoor Adventure Club as well as special SUP, kayak, trail running and winter sporting events. With veteran leadership at the helm, the Clear Water Outdoor team is poised to continue making ripples in the outdoor retail and recreation industry.

Clear Water Outdoor is also committed to connecting communities to their love of the outdoors. They believe in supporting their community and sponsor many events that get people of all ages and abilities active and outdoors. Clear Water Outdoor's selection of clothing, footwear, hiking, camping and paddling equipment is the best the industry has to offer and is sourced from environmentally conscious companies, such as Patagonia, Ibex, Horny Toad, Smartwool, and more.

Clear Water Outdoor is a proud supporter of the following organizations: Outdoor Foundation, The Conservation Alliance, Leave No Trace, Outdoor Industry Association, Freedom to Roam, Fair Trade Federation, Organic Consumers Association and 1% for the Planet. Clear Water Outdoor Meets or Exceeds the Certification Standards of Travel Green Wisconsin.

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If you would like more information about Clear Water Outdoor, [CLICK HERE](#) to visit our press page.

Clear Water Outdoor Locations

Lake Geneva

744 W. Main Street
Lake Geneva, WI 53147
262-348-2420

Historic Third Ward

250 N. Water Street
Milwaukee, WI 53202
414-897-7106

Delafield

803 Genesee Street
Delafield, WI 53018
262-303-4206

www.ClearWaterOutdoor.com