

Joy Transforms



AYESHA MCGOWAN



RON GRISWELL



YVONNE
LEOW



BRANDI
HORTON

RAILS TO TRAILS CONSERVANCY

JOY IS A RIGHT



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**MY WHY:
FREEDOM ON
TWO WHEELS**



**YOUR MISSION:
DELIVERING A
FUNDAMENTAL
RIGHT**





**THE DANGER:
WHEN THE
WORK CLOUDS
THE "WHY"**

**JOY IS FUEL: IT
BUILDS OUR
NEXT
GENERATION**





**OUR DEEPER
FIGHT: JOY
MUST BE
EQUITABLE**

**PROTECT YOUR
OWN JOY**

LEAD WITH JOY

**FIGHT FOR
EQUITABLE JOY**



**YOU ARE
GUARDIANS
OF JOY**





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★ ★ ★ ★ ★
HBCUS
OUTSIDE

2025 PRESENTATION
TRAILNATION SUMMIT





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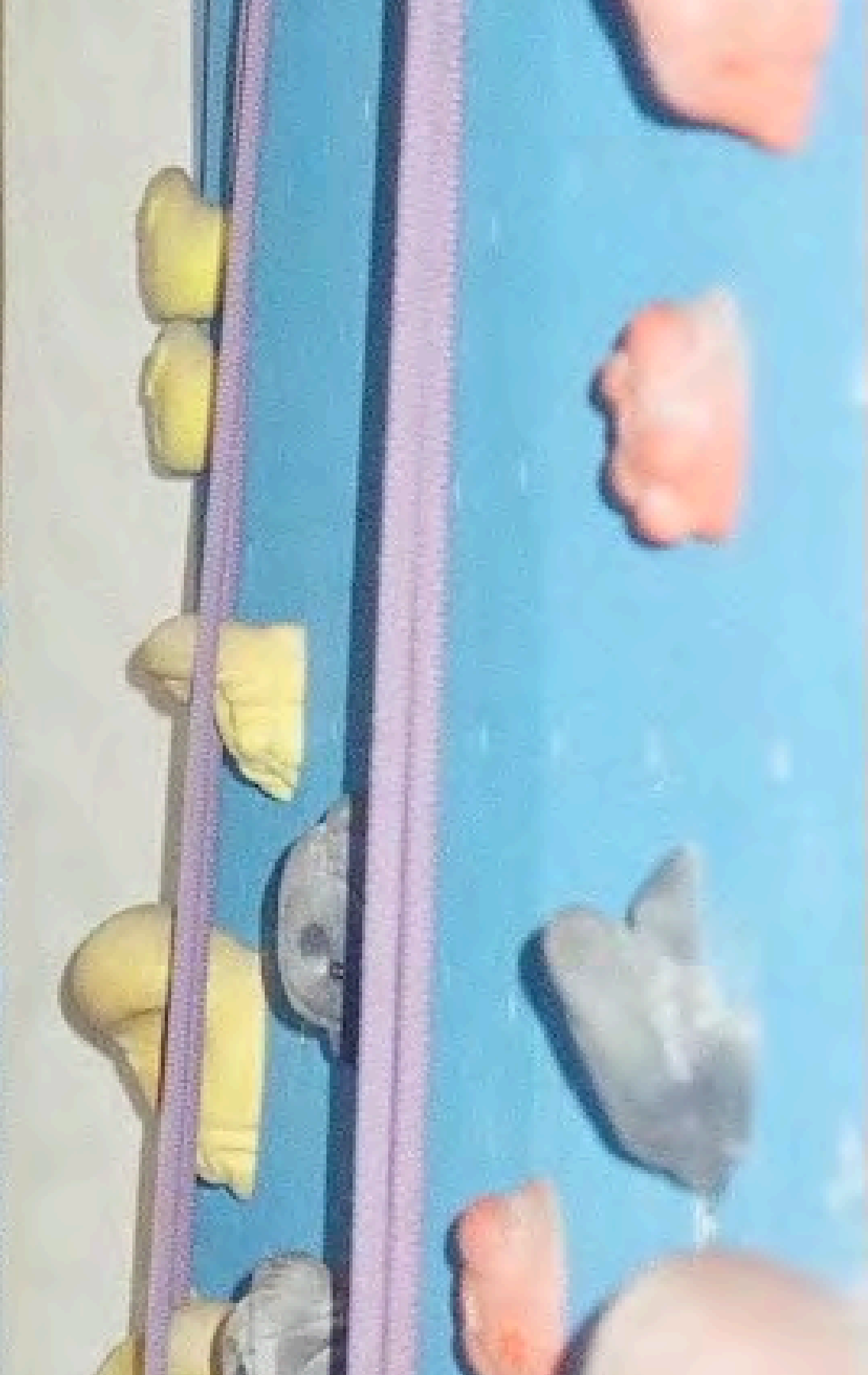
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Atlanta University Center

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CLARK CREEK
NATURAL AREA

NO
PARKING

100
CROSSTOWN
CLASSIC 2025



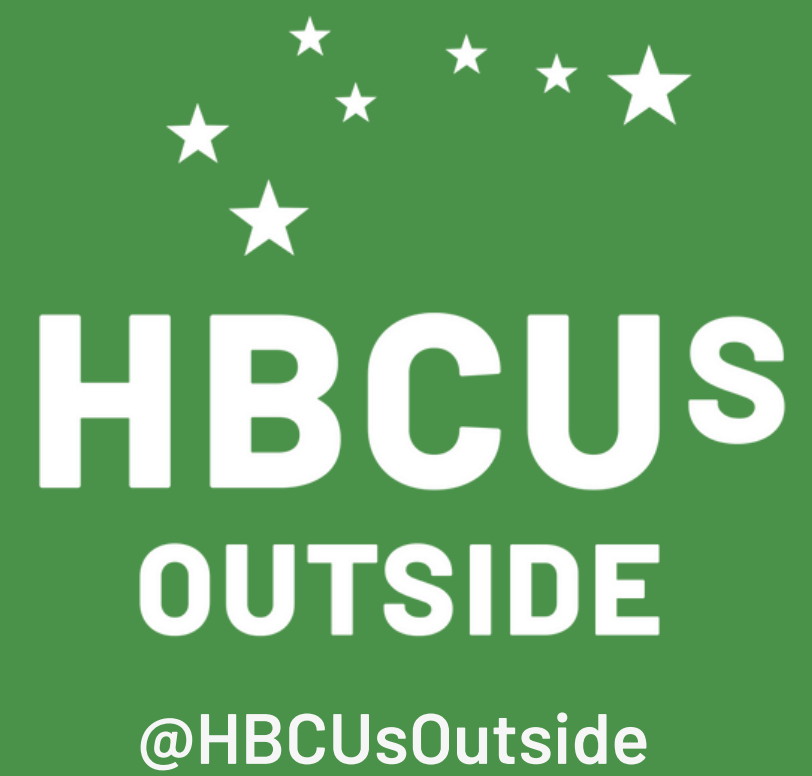




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BEWILDER

Fuel Your Imagination

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I DIDN'T GROW UP OUTDOORSY

I'm a former journalist turned outdoor entrepreneur



Vox



Stanford

Ucla



SEQUOIA



TE



THAT'S ME!



2020 · Summited Aconcagua. Founded Bewilder.

2022 · REI accelerator for outdoor founders of color

2023 · Debut summer & after school program

2025 · Launch family membership program
(Coming soon)



BEWILDER BLENDS STORYTELLING, EXPERIENCES, AND GEAR TO INSPIRE FAMILIES WHO ARE NEW TO NATURE

MEET BEZZI THE YETI





HOW WE INFUSE JOY INTO NATURE



Create a
Concept



Introduce
the Mission



Design
Activities



Inspire
Exploration



Reward the
Journey

THE POWER OF PLAY







SOME OF OUR PARTNERS



FRIENDS OF THE
LA RIVER



Camino
Nuevo
Charter
Academy

FOOD ACCESS
LOS ANGELES



Happier Camper



GO RVING™



DECATHLON

Miir



FJÄLL
RÄVEN



RIVIAN

MORRISON
OUTDOORS



SEATONSUMMIT

woom™

Knockaround™

THERMACELL®



DOMETIC



**DO YOU WANT TO
GO ON AN ADVENTURE?**





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