

MISADVENTURES

THE ADVENTURE MAGAZINE FOR WOMEN

THE HORIZONS ISSUE

**THE COLDWATER SURFERS
OF CANADA**

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GLACIOLOGY 101, AND
OTHER LIFE LESSONS

TAKES ON TODAY'S OUTDOORS
SCENE: TRIPS, TIPS, & TRENDS

+ HOW TO STACK WOOD,
COMMUNE WITH ANIMALS,
AND FERMENT FOR
THE FUTURE

ISSUE 4
WINTER 2017

\$9.50US

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LESLIE HSU OH

A FORCE OF NATURE

REI'S "FORCE OF NATURE" campaign aims to combat gender disparity in the outdoors by recognizing women role models, such as travel writer and photographer Leslie Hsu Oh—a tall order by any measure. At an REI event in Conshohocken, PA, Oh talked about the importance of outdoor adventure. "From my personal experience raising four kids, I have seen that adventure travel really builds character," she says. Her children, age one to twelve, have conquered fears while learning the importance of preparing for a trip and having the right gear.

She noted that moms are generally the ones to plan family trips, often for children of different ages, abilities, and personalities. Her mother provided her with a model on how to do it well. Oh's childhood

trips to National Parks in the U.S. and Canada began when her mom asked the ranger, "What's the most dangerous thing we can do in your park?" Oh says, "We thought she was badass."

It was a different story when Oh tried the approach herself. During a horseback riding trip, their horses took off and "there was no way we could help our kids....We didn't see them until the end of the tour. They were really on their own. They had to figure out what to do. It was an empowering moment."

I had had my doubts that a marketing campaign could do much for the community of outdoorswomen, but it was listening to this speech that made me realize the strength of "Force of Nature." The focus isn't on pro athletes; it's on people like Oh, unknown to most, but badass to many.

KIMBERLY YAVORSKI



Oh with her husband and children identifying plants in a lava field in Iceland.
PHOTO by Lola Akinmade Åkerström