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### Backcountry Film Festival Makes a Stop in San Luis Obispo

**Morro Bay, CA (January 11, 2017)**—[All Good](#)—makers of organic skincare, healing and sun protection products—is proud to co-host a screening of the 12<sup>th</sup> Annual Winter Wildlands Alliance Backcountry Film Festival on January 19, 2017, at the San Luis Obispo Guild Hall. The film lineup begins at 7:00 p.m. and is co-hosted by [The Mountain Air](#) and [1% For the Planet](#). All proceeds will benefit local San Luis Obispo nonprofit, [Outside Now](#).

Outside Now is a nonprofit organization that fosters holistic human development through nature connection. Their skilled mentors bring children of all ages into the sensory rich experience of deep nature connection.

“The spirit of the Back Country Film Festival is to inspire human powered adventure in winter landscapes,” says All Good Founder and President, Caroline Duell. “We are so excited to use it as a venue to raise money for our local nature school. Outside Now immerses children into the outdoors and teaches nature connection which will serve these kids and the earth they walk on for their entire lives. There couldn’t be a better fit.”

The Backcountry Film Festival is produced each year by Winter Wildlands Alliance as a celebration of the human-powered experience and a gathering place for the backcountry snowsports community. Winter Wildlands Alliance is a nonprofit organization working at the national level to inspire and educate the backcountry community to protect and care for their winter landscapes. Funds raised at each screening stay within the local community to support human-powered recreation and conservation efforts, winter education and avalanche/safety programs and to raise awareness of winter management issues.

The 2016-2017 Backcountry Film Festival will tour more than 100 cities through late March. Immerse yourself in a night of films that capture the spirit of winter. Adventure, environment and climate, youth outdoors, ski culture—you’ll find it all in this award-winning lineup. Souvenir pint glass and raffle tickets will be available for purchase.

For complete festival lineup and film program, please visit [backcountryfilmfestival.org](http://backcountryfilmfestival.org).

**What:** The Backcountry Film Festival, San Luis Obispo

**When:** January 19, 2017 / Doors open at 6:30 p.m., films begin at 7:00 p.m.

**Where:** SLO Guild Hall (formerly known as The Grange)

2880 Broad Street, San Luis Obispo, CA 93401

**Hosted By:** All Good, The Mountain Air, 1% For the Planet

**SLO Event Contact & Raffle Donation:** Lindsey Bolton / 805-528-4000 / [Lindsey@allgoodproducts.com](mailto:Lindsey@allgoodproducts.com)

**Tickets:** \$10 / Kids under 6 are free / [Purchase online](#)

#### About All Good

Founded in 2006, [All Good](#) offers a collection of all-natural skincare products made from simple plant-based ingredients. From chemical-free zinc sunscreens and sore muscle recovery spray to silky smooth lip balms, lotions and coconut oils, All Good supports an active, healthy lifestyle with their organically grown formulas. Located in Morro Bay, CA, All Good is a B Corporation and member of 1% for the Planet. Dedicated to social and environmental responsibility, All Good endorses the Campaign for Safe Cosmetics by testing its products on humans rather than animals. Available online and in 3,000+ retailers nationwide including health food stores, outdoor sports shops and high-end gift shops. Learn more about All Good at [www.AllGoodProducts.com](http://www.AllGoodProducts.com) and follow on [Facebook](#), [Twitter](#) and [Instagram](#).