

# Kampgrounds of America Launches Partnership with GRIT Freedom Chair to Increase Accessibility in the Outdoors

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*New Collaboration Aims to Make the Outdoors More Accessible for All*

**BILLINGS, Mont. (Feb. 20, 2024)** – Kampgrounds of America, Inc. (KOA), the leader in outdoor hospitality, is proud to announce a partnership with GRIT Freedom Chair, an innovative company driven by the belief that everyone deserves access to adventure. This new collaboration will place GRIT's all-terrain wheelchairs at select properties, including KOA's headquarters in Billings, Montana.

KOA's Outdoor Accessibility Report recently revealed that 38% of today's campers report having a physical disability, elevating the need for enhanced accessibility in outdoor environments. The GRIT Freedom Chair, designed by engineers from MIT, is a mix between a traditional wheelchair and a mountain bike, allowing users unpaved access to the outdoors, whether on trails, boardwalks, or sandy beaches.

Spurred by a shared belief that the outdoors is for everyone, KOA partnered with GRIT last summer to assess the Freedom Chair at Terramor Outdoor Resort in Bar Harbor, Maine. Randy Howell, Kampgrounds of America, Inc.'s assistant vice president of Risk Management, used the Freedom Chair on paved, gravel and dirt trails.

"The GRIT Freedom Chair surpassed my expectations in durability and versatility. I was able to effortlessly navigate terrains that often challenge conventional, light-duty motorized wheelchairs," said Howell. "The chair enhanced my outdoor experience while allowing me to maintain an active lifestyle despite my mobility challenges."

KOA is launching a beta test of the Freedom Chair at the Terramor property for the 2024 season. The chair will be a part of the resort's complimentary gear lending program, allowing guests with mobility restraints free use.

In addition to Terramor, KOA's new headquarters will include a GRIT Freedom Chair as part of its employee benefits, allowing employees and their family members to explore the outdoors more freely. This move enhances accessibility for guests and fosters an inclusive culture among KOA staff.

"Our partnership with GRIT Freedom Chair is a crucial step forward in our mission to ensure the outdoors is accessible to all," said Toby O'Rourke, president and CEO of Kampgrounds of America, Inc.

To read the KOA Outdoor Accessibility Report, [visit the KOA Pressroom](#).

## **ABOUT KAMPGROUNDS OF AMERICA**

Kampgrounds of America, Inc. has been the definitive leader in outdoor hospitality for more than 60 years. United under the mission of "connecting people to the outdoors and each other," the company consists of two unique brands: KOA and Terramor Outdoor Resorts. KOA, the world's largest system of privately-owned, open-to-the-public campgrounds, consists of more than 500 franchised and owned campgrounds. With unrivaled brand visibility, KOA also offers campground owners and operators unparalleled support in campground education, design, recruitment, marketing and technology. Terramor Outdoor Resorts, a glamping venture, opened its first flagship property in Bar Harbor, Maine in 2020. Literally meaning 'Love of Land,' the brand focuses on delivering a refined and upscale outdoor experience. For more information, visit [KOA.com](#) and [TerramorOutdoorResort.com](#).

## **ABOUT GRIT FREEDOM CHAIR**

The GRIT Freedom Chair is at the forefront of all-terrain wheelchair innovation. Developed by a team of MIT engineers, it empowers individuals with mobility challenges to explore nature easily, thanks to its unique design and technology. To learn more about Grit Freedom Chair, visit [GoGRIT.us](#).