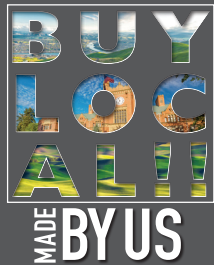


THIS BUSINESS SUPPORTED BY LOCAL DOLLARS



One hundred percent employee-owned, Northwest River Supplies (NRS) is the world's leading supplier of equipment and apparel for water recreation, safety and rescue — and it all started right here in Moscow, Idaho. Founded in 1972 with a vision to create a better kind of company, NRS is dedicated to promoting the health and well-being of its customers, employees and community.

“Bill Parks started NRS selling gear out of his garage and grew it by building relationships one by one. We continue that tradition,” says Cassie Sears, NRS Flagship Store Manager and Marketing Coordinator. “We put this into action everyday at our store. We’re not just talking to customers, we’re talking to friends, family and neighbors. And when we’re out doing our own shopping, we’re looking for those same folks to buy from. For us, this is more than a job and it’s more than making the choice to buy local — it’s an investment in our community and a cultural mindset that is changing the world for the better. The way we take care of each other starts right here at home and has ripple effects far beyond our town limits.”



www.nrs.com

1638 South Blaine Street, Moscow

208.883.0811



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