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Next Adventure, Portland's Iconic Outdoor Store, to Continue Under Local and Employee-Led Ownership

PORTLAND, OR – [October 25, 2025] – Next Adventure, an icon in Portland's outdoor retail community since 1997, will be transitioning ownership to a group of local investors and its long-time management team, ensuring the store will remain open for future generations of adventurers.

The outdoor stores, known for their authentic Portland vibe, deep discounts on outdoor gear, and strong community ties, had been slated to close with the retirement of its owners, Deek Heykamp and Bryan Knudsen. However, a coalition – led by its dedicated management team and a group of local investors – has stepped up to preserve this unique local business. The new structure emphasizes local ownership with employee participation, marking a commitment to keeping the stores' community-focused spirit intact.

Next Adventure's Co-Founder, Deek Heykamp said "We are so excited about the amazing team that has come together to keep the company's legacy alive. Bryan and I have had a great 29-year run, and we love this business. It's wonderful to see how many people wanted this community outdoor store to continue on and we know it's in the very best hands."

The news has resonated deeply with the local outdoor community. As one long-time local customer put it: "My friends and I all cried when we heard the store was going to close. We are so stoked now that we heard it will continue on. It's a good reminder that we all need to shop local to keep great businesses like this thriving in our community."

A spokesperson for the new ownership group added, "Next Adventure is more than just a store; it's a hub for everyone who loves the Northwest outdoors. We are incredibly proud to secure its future with a model that directly benefits the people who know the business best—its employees and our local community."

Next Adventure will officially begin transitioning to its new ownership and management team on November 1, 2025, just in time to serve the community for the upcoming winter season. The transition is expected to take place gradually over a six month period.

Starting November 1st, shoppers will have access to:

- **Ski and Snowboard Season Leases**, helping families get ready for the slopes affordably.
- **Used Gear Trades** Next Adventure's legendary Bargain Basement will be back in action, keeping quality outdoor gear accessible and affordable to all.
- **Great Deals on Winter Gear**. Huge savings on gear for the upcoming snow season.

Additionally, the new management team expects to have the Next Adventure store in Sandy open for rentals and essential winter goods by the middle of November. The commitment to high-level customer service and their mission of making the outdoors accessible to all remains the top priority.

Contact: Tim Braun, Executive Assistant, tbraun@nextadventure.net, 503-799-6873

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