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ROANA

Recreational Oxygen Association of North America

FOR IMMEDIATE RELEASE

New Non-Profit Organization, ROANA, Announces First Founding Members

New York, NY (August 19, 2014) – The Recreational Oxygen Association of North America (ROANA) is proud to announce its first eleven inductees into the new non-profit organization, which is dedicated to uniting leading brands and experts with strong ties to the recreational oxygen industry. Serving as a consumer resource and business catalyst for the oxygen industry in the United States and Canada, ROANA has evoked the interest of the following brands and organizations to further establish and promote this growing segment:

- [Oxygen Plus \(O+\)](#), a U.S. leading manufacturer of portable, recreational oxygen products, which offer lightweight, power-packed canisters of 95% pure oxygen to health and wellness-minded individuals and companies worldwide.
- [2nd Wind Oxygen Bars](#), a recreational oxygen bar company in Vancouver, Canada that specializes in mobile oxygen bar rentals, custom oxygen bar manufacturing and equipment/supplies sales.
- [OxygenBars.com](#), a leading manufacturer in the oxygen bar industry, servicing clients in the United States and worldwide in 52 countries.
- [Oxygen Factor](#), a line of sleek, hand-held canisters, which contains approximately 8 applications of 95% pure oxygen, and enables athletes to quickly infuse their bodies for better performance and speedier recovery.
- [O2 Unleashed](#), a line of portable canisters of 95% oxygen developed to help hunters and other outdoor sports enthusiasts enhance their performance levels, backed by The Sportsman Channel's TV Host and Hunting Guide, Phil Phillips.

- [Irish Oxygen Company](#), a leader in the industrial and medical gas industry, which provides expert knowledge in industrial and medical gases and renewable energy, from product delivery and monitoring, to in depth training programs and safe handling procedures.
- [Oxy Air Systems](#), an American-based company founded to enhance healthy people's active lifestyles, whose products and services help those who want a safe and healthy way to live a longer, stronger, healthier, more productive and therefore more enjoyable life.
- [Oxygen Plus Canada](#), the Canadian arm of Oxygen Plus, Inc., focused on providing active, sport and health-conscious Canadians with quality, portable recreational products, while delivering superior logistics and service.
- [Koepke | Buelow](#), a major Minnesota-based law firm which specializes in transactions and dispute resolutions.
- [The Brewer Group](#), a multi-faceted global investment advisory firm focused on providing tailored services including capital markets, asset management, specialty finance and business development for public and private companies as well as high-profile clientele including athletes, entertainers and world leaders.
- [The Jack Brewer Foundation](#), a non-profit entity in the United States dedicated to providing resources and opportunities to the world's most underserved populations using sport as their catalyst.

"We are thrilled for the opportunity to unite with the leaders and innovators of the recreational oxygen industry through ROANA, and to help promote the value and importance of this rising category," said Rick McVicar, a ROANA Board Member and owner of 2nd Wind Oxygen Bars. "All members and contributors share a common goal, and as awareness grows through these new found partnerships, so will our efforts."

Individuals, businesses, schools and other non-profits interested in enhancing the presence of recreational oxygen in North America are encouraged to join. For additional information about ROANA, or to join, please visit RecreationalOxygen.org.

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EDITOR'S NOTE: For more information about **ROANA** and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

ABOUT ROANA

The Recreational Oxygen Association of North America (ROANA) exists to establish the growing value of recreational oxygen for active, health-and-wellness minded people - in North America and beyond. ROANA's influence is navigated by five main goals: providing consumer education, conducting market research and analysis, defining standards and best practices, uniting industry leaders, and collaborating with policy makers to enhance the presence of recreational oxygen in North America. For additional information about ROANA, or to become a member, please visit RecreationalOxygen.org and follow ROANA on [LinkedIn](#).