

# ROANA

Recreational Oxygen Association of North America

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**FOR IMMEDIATE RELEASE**

## **New Non-Profit Organization, ROANA, Launched to Help Strengthen the Emerging Recreational Oxygen Industry**

**Chicago, IL (August 12, 2014)** – Industry leaders connected to the emerging market of recreational oxygen today announced the launch of a new non-profit organization, the Recreational Oxygen Association of North America (ROANA), whose purpose is to be a consumer resource and business catalyst for the quickly growing segment of the oxygen industry in the United States and Canada. Responding to the consumer and business-driven need to draw a better distinction between “recreational” versus “medical,” “industrial” and “therapeutic” oxygen, ROANA is committed to its guiding mission “to establish the growing value of recreational oxygen for active, health-and-wellness minded people - in North America and beyond.”

Led by a dedicated board of directors who are comprised of both consumers and professionals, ROANA will work to unite leading brands and experts with strong ties to the recreational oxygen industry, which includes people and companies connected to medical oxygen, industrial oxygen, therapeutic oxygen, diver and aviator oxygen, home and portable oxygen concentrators, oxygen bars and canned oxygen. As part of its membership offering, the organization will also provide consumer education about recreational oxygen, conduct market research and analysis, and define standards and best practices for the recreational oxygen industry, while uniting industry leaders and collaborating with policy makers to more strongly establish the category of recreational oxygen in North America.

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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](https://RecreationalOxygen.org).

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## **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](https://RecreationalOxygen.org) and follow ROANA on [LinkedIn](#).