



EJ "Skullcrusher" Snyder, Bill Johnson & Cat Bigney

SURVIVAL MASTERY IS READY TO RECONNECT PEOPLE WITH THEIR ROOTS

BY CHARLIE RICHIE JR.

Growing up watching my father build the Backwoodsman Magazine, it took me a while to really figure out why he felt it was so important to start a publication like BWM. It wasn't until my teenage years that I realized it was to preserve the "Old Ways of Living" and the skills that came with that lifestyle. That's why he made it a point to feature a lot of the "Last of the Mountain Men" that were left in the late 70s & 80s, old pioneers that were still alive and encouraged them to share their knowledge before they left this earth. We're still trying to maintain that approach every day here at the Backwoodsman. But we're not the only ones fighting the good fight. Survival Mastery is a Colorado-based online educational platform company that plans to use technology to reconnect people with their roots and their "pioneer instincts." Of course, they're trying to reach everyone, but the younger generation is one of their top priorities. Unfortunately, a lot of kids are spending most of their young lives on their phones. Survival Mastery is subscriber-based to ensure that there will be a consistent flow of new videos & classes offered by a wide-range of instructors at affordable prices.