

Sarah Beth Brune
sarahbeth@alpsbrands.com

For Immediate Release: February 2017

ALPS OutdoorZ Partners with the Rocky Mountain Elk Foundation

■ ALPS OutdoorZ partners with RMEF and introduces a new line of high-performance hunting gear.

ALPS OutdoorZ, a division of ALPS Brands, proudly announces their corporate partnership with the Rocky Mountain Elk Foundation (RMEF). "Like RMEF, ALPS OutdoorZ values elk conservation, the protection of their habitat and ensuring that our hunting heritage is protected for future generations. These common values make our partnership a natural and valuable fit for both companies," says Dennis Brune, ALPS Brands founder and president.

ALPS OutdoorZ is also excited to introduce a new line of RMEF-licensed hunting gear, with proceeds directly benefiting RMEF. "Our new line of RMEF-licensed gear includes hunting packs, optics carry systems, luggage and gun cases. We were excited to take on the challenge of designing a line of gear worthy of carrying the RMEF name. Knowing that part of the proceeds benefit RMEF made us strive to make these products the best they could possibly be," says Zach Scheidegger, ALPS product manager.

The Rocky Mountain Elk Foundation is an organization dedicated to ensuring the future of elk and other wildlife, their habitat and protecting their hunting heritage for future generations. To learn more about RMEF, please visit www.rmef.org.

ALPS OutdoorZ, an ALPS Brands Company

Beginning in 1993 with the establishment of ALPS Mountaineering, ALPS Brands is a continuously growing and expanding group of companies dedicated to developing and manufacturing high quality, performance-driven outdoor products. Currently making up the ALPS Brands family of companies are ALPS Mountaineering, ALPS OutdoorZ, Delta Waterfowl Gear, Browning Camping and Cedar Ridge.

Using the experience and knowledge gained from manufacturing high quality camping and backpacking gear under ALPS Mountaineering, ALPS Brands established ALPS OutdoorZ in 2007 with the mission of developing affordable, performance-driven hunting gear. Ten years after releasing their first group of hunting products, ALPS OutdoorZ has grown to offer packs, furniture, gun cases, sleeping bags and ground blinds. Brought together by a shared passion for wildlife and conservation, ALPS OutdoorZ is a proud sponsor and licensee of Delta Waterfowl, RMEF and NWTf products. ALPS OutdoorZ items are sold and distributed in the best camping, backpacking and outdoor dealers throughout the entire US and Canada. For more information, please visit www.alpsoutdoorz.com.