

For Immediate Release: December 2018

## ALPS OutdoorZ Backcountry Gear Giveaway at RMEF Hunter & Outdoor Christmas Expo

**NEW HAVEN, Mo.** – ALPS OutdoorZ is excited to be part of the Rocky Mountain Elk Foundation's annual Hunter & Outdoor Christmas Expo to be held December 6-15 at the Las Vegas Convention Center. This event is held in conjunction with the annual Wrangler National Finals Rodeo.

As part of this celebration of America's hunting heritage and the promotion of wildlife conservation, ALPS OutdoorZ is presenting an event-exclusive Backcountry Gear Giveaway.

"The Rocky Mountain Elk Foundation is a cornerstone organization for the promotion of elk and elk habitat across the country," said ALPS OutdoorZ Marketing Manager Sarah Heidmann Brune. "As a committed supporter of the RMEF's conservation mission, ALPS OutdoorZ looks forward to participating in this year's Hunter & Outdoor Christmas Expo and presenting our Backcountry Gear Giveaway opportunity to show attendees."

The ALPS OutdoorZ Backcountry Gear Giveaway is valued at over \$2,500. The prize package includes a Browning X-Bolt Composite Stalker rifle, a set of Hells Canyon Speed Javelin clothing and accessories, Phantom X ground blind, portable Outfitter Table, plus numerous ALPS gear, such as the Hybrid X meat-hauling pack, Ridge Stalker X bino harness, Vital X rangefinder pocket, Crusader X waterproof duffle, two Stealth Hunter field stools, and a Journey X rolling luggage.

To enter to win the Backcountry Gear Giveaway, Expo attendees need only register at the ALPS OutdoorZ iPad kiosk located in RMEF's Trading Post during show hours from 9 am to 5 pm.

For more information about ALPS OutdoorZ, visit <http://www.alpsoutdoorz.com/>.

### **About ALPS Brands:**

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, Cedar Ridge, Browning Camping and Hunting Blinds. ALPS OutdoorZ—the hunting gear moniker for ALPS Brands—made its mark several years ago by offering packs purposefully designed for remote wilderness hunting. Today, ALPS OutdoorZ products cover everything from day and expedition packs to waterfowl blinds and turkey hunting vests, as well as furniture, gun cases and sleeping bags. 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](http://www.alpsoutdoorz.com).

Media Contacts:

**Sarah Beth Brune**  
**Taylor Woodruff**

[sarahbeth@alpsbrands.com](mailto:sarahbeth@alpsbrands.com)  
[taylor@mediadirectcreative.com](mailto:taylor@mediadirectcreative.com)