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ALPS OutdoorZ Introduces Delta Waterfowl Branded Hunting Gear

BISMARCK, NORTH DAKOTA — Starting this summer, you can support The Duck Hunters Organization simply by purchasing great new outdoor gear.

Delta Waterfowl has partnered with ALPS OutdoorZ to design and manufacture a line of high-quality, affordable waterfowl gear branded with the Delta Waterfowl logo. Through a licensing agreement, ALPS will contribute a percentage of every sale toward Delta Waterfowl programs.

"Delta branded gear is a double win for waterfowl hunters," said Alex Heiser, vice president of membership, marketing and communications. "Hunters can buy excellent hunting gear and support Delta Waterfowl programs that produce ducks and protect the tradition of duck hunting."

The exciting new Delta branded ALPS products include a brand new patent-pending zero-gravity layout blind, deluxe floating blind bags, gun slings, game totes, wader bags, shell belts, hand warmers, a retriever stand and a wetland seat.

ALPS and Delta will officially launch the product line at SHOT Show on Jan. 19 to 22 in Las Vegas, with a special information session at 11 a.m. on Jan. 19 at booth No. 3548. To mark the occasion, one lucky winner will be drawn to win a Benelli Super Nova shotgun in Realtree Max-5. SHOT Show attendees can register all week to win other great prizes, including a layout blind and a blind bag.

"We were thrilled to put our 20+ years of design and product experience to work on a new line of waterfowl gear that will carry the Delta Waterfowl name," stated Justin Leesmann, ALPS Brands marketing manager. "With our history of creating superior quality gear and providing outstanding customer service, we're confident the new line of Delta Waterfowl Gear will live up to the reputation people expect from the group known as the Duck Hunter's Organization."

Quality ALPS OutdoorZ gear carrying the Delta Waterfowl name and logo will be available this summer. Gear can be ordered at deltawaterfowlgear.com, as well as at sporting goods retailers in summer 2016.

ALPS OutdoorZ has been providing hunters with high-quality, affordable hunting packs and gear since 2007. ALPS OutdoorZ is part of ALPS Brands, which has been designing and manufacturing performance-oriented gear for outdoor enthusiasts since 1993. More than 20 years of experience has allowed ALPS to understand the market and bring hunters quality gear that will help them have a successful and enjoyable hunt. To learn more about ALPS OutdoorZ and see the company's line of outdoor products, visit alpsbrands.com.

Delta Waterfowl Foundation is The Duck Hunters Organization, a leading conservation group working to produce ducks and ensure the tradition of duck hunting in North America. Visit deltawaterfowl.org.

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