

ALPS OutdoorZ Partners With Hunters Connect As First Signed Sponsor

New Haven, Mo. – Hunters Connect, the all new You Tube channel and social media platform today announces that ALPS OutdoorZ has become the first sponsor to officially support the all new social media platform for new hunters owned by the International Hunter Education Association, IHEA-USA.

"We are thrilled that ALPS OutdoorZ and the Brune family have stepped up to give us this support. They are committed to the hunting culture and it shows. It is our hope that more of the hunting industry will recognize the need to invest in our new customers, the new hunters of all ages, as Hunters Connect does. It is a proactive R3 program with a great deal of upside potential," stated David Allen Executive Director of the International Hunters Education Association (IHEA-USA).

Hunters Connect is offering a number of tools and resources to help lower hurdles and the learning curve for those who have recently entered the hunting world. These resources are structured with a heavy emphasis on using the R3 strategy. HunterEd.com will serve as the base camp for the Hunters Connect platform, it will direct hunter ed grads and new hunters to social platforms and a YouTube channel were there will be an abundance of digital media content and videos that cover the "how-to," "where-to," "when-to," and "what-to".

In a world that is quickly going digital, an average of 600,000 students go through HunterEd every year, and about 200,000 of those students take an online course option. These online course takers do not have as many resources or outreach to hunting mentors like the in-person sessions do. Hunters Connect will be posting weekly content and videos that will cover the topics that many new hunters struggle to find the answers to. With the support ALPS OutdoorZ, a brand that shares these same goals and passions, efforts to bring a new population of people outside will be much more effective.

When ALPS OutdoorZ was established in 2007, they created their mission of developing affordable, performance-driven hunting gear. Since then, ALPS OutdoorZ has expanded their marketplace in the hunting industry and now offer an array of gear suited to fit every type of hunter. To mention some product, they now offer packs, outdoor furniture, gun cases, sleeping bags and ground blinds. Those who have worked behind this brand have created all their success by living for the outdoors and utilizing their lifestyle to create products that will help everyone tackle their desired outdoor activity.

"Our company prioritizes conservation and connecting people with the outdoors," said ALPS OutdoorZ Marketing/PR Manager Sarah Heidmann Brune. "We're proud to support IHEA's Hunters Connect program in their fight to make a change in our community of outdoorsmen and women. We have a responsibility to teach others about the enjoyment of the outdoor lifestyle, and if we all commit to mentoring, then we can save this lifestyle we love."

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 over a decade 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.

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