

Sarah Beth Brune
sarahbeth@alpsbrands.com

For Immediate Release: December 2016

ALPS OutdoorZ Partners with NWTF: New Line of Turkey Hunting Gear

New Haven, MO – Brought together by a common love for hunting, wildlife conservation and a passion for introducing turkey hunting to a new generation of hunters, ALPS OutdoorZ and the National Wild Turkey Federation have expanded their already strong relationship by partnering together to introduce a new line of turkey hunting gear.

Taking their strong understanding of the market, experience gained while developing their own line of quality gear and practical knowledge earned from being avid outdoorsmen themselves, ALPS OutdoorZ is excited to announce their new line of NWTF-licensed products. The line includes vests and pack systems, furniture, gun cases and hunting blinds all proudly bearing both the ALPS OutdoorZ and NWTF logos.

“Turkey hunting, like any type of hunting really, is a sport that requires skill, dedication and quality, trustworthy gear. So when we started the process of developing the line of NWTF products we knew we had to create gear worthy of carrying the NWTF name. We didn’t take that responsibility lightly, and as a result I believe we’ve come up with a line of gear that both ALPS OutdoorZ and the NWTF can take pride in and trust that when hunters take our gear out into the field it is contributing to a successful hunt.” said Zach Scheidegger, ALPS product manager.

The relationship between ALPS OutdoorZ and the NWTF is a strong and ever-growing partnership. In addition to the new line of turkey hunting products, ALPS OutdoorZ is a major sponsor of the NWTF Palmetto Shooting complex and were recent recipients of NWTF’s corporate achievement award. ALPS OutdoorZ also actively participated in the Rise and Fly initiative, which encourages current hunter’s to help spread the passion of turkey hunting to non-turkey hunters.

The NWTF is a non-profit organization dedicated to the conservation of wild turkey and the preservation of turkey hunting for future generations. To learn more about the NWTF please visit www.nwtf.org.

About ALPS OutdoorZ

ALPS OutdoorZ is part of ALPS Brands, which started with ALPS Mountaineering in 1993, with the mission of providing quality, high performance, and affordable gear for backpackers and campers. ALPS Mountaineering designs and markets tents, sleeping bags, air pads, packs, camp furniture, and other outdoor accessories. ALPS OutdoorZ was started in 2007 when the company extended their knowledge gained from designing quality backpacking and camping gear to market and design camouflaged gear for hunters, such as packs, blind chairs and camp furniture, sleeping bags, and gun cases. 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.