

ALPS OutdoorZ Announces Their *Save The Lifestyle Mentor Pledge Campaign*



NEW HAVEN, Mo. – ALPS OutdoorZ, premiere manufacturer of extreme-duty hunting packs and gear for big-game hunters, turkey hunters, and waterfowlers, is committed to reversing the alarming decline of hunting participation numbers and to help expand new hunter recruitment efforts. To kick off the company's Save The Lifestyle initiative, ALPS OutdoorZ has introduced the Save The Lifestyle Mentor Pledge.

The Save The Lifestyle Mentor Pledge is intended to encourage veteran outdoorsmen and women to take a less experienced or new hunter into the field, teaching them how to hunt ethically and successfully, the importance of game and habitat conservation, and to illustrate the value of our hunting culture and heritage through one-on-one mentorship. It is this type of personal introduction that most hunters received from family and friends, and that is essential to the next generation of hunters—young and old alike—if our hunting lifestyle is to be preserved for future outdoor enthusiasts.

Participation in the mentor pledge is easy and instantly rewarding. This program is currently being offered just in time for turkey season and will run through May 15, 2019.

To enter, mentor participants can visit the ALPS OutdoorZ Save The Lifestyle webpage, read the application guidelines, and complete the online entry form. Upon conclusion of the program on May 15, three successful entrants will win one of several prize packages:

GRAND PRIZE PACKAGE

Two Weatherby Element Synthetic Shotguns (12 or 20 gauge)
Two pairs of LaCrosse boots
\$2000 ALPS cash (\$1k for each participant to spend on ALPS sites)

FIRST RUNNER-UP PRIZE PACKAGE

One pair of LaCrosse boots
\$750 ALPS Cash

SECOND RUNNER-UP PRIZE PACKAGE

\$250 ALPS Cash

For more information about the Save the Lifestyle program, [go here](#), or visit 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.

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