Whether your journalistic focus centers on extreme wilderness hunting, pursuing wild turkeys across North America, setting up a layout blind, or on ways to get the drop on big whitetails, you’re probably already familiar with the extensive line of hunter-centric products offered by ALPS OutdoorZ.

Here at ALPS Brands, outdoor recreation is both our personal and professional passions, which is why our performance-driven products are designed and engineered by those who “live the life” and understand first-hand the needs and expectations of outdoor consumers—your readers.

**DID YOU KNOW...?**

**ALPS stands for Active Lifestyle Products and Services**

The ‘ALPS’ in ALPS OutdoorZ is an acronym for the company name and not a reference to the mountain range in Europe? Heck, we’ve got our own stunning mountains right here in North America—many of which you no doubt have hunted and hiked yourself over the years—had we wanted to go that route.

What many people don’t know is that **ALPS stands for Active Lifestyle Products and Services**.

When ALPS Brands President Dennis Brune started the company 25 years ago, his goal was to develop the highest-quality, field-tested outdoor gear and deliver them to consumers without the pretentiously high costs all too common in the “elite” outdoor gear markets. In other words, ALPS Brands offers premium outdoor products whose performance exceeds the expectations of their price points. By maintaining that mission focus, ALPS Brands has become a market leader in the hunting and outdoor recreation categories, with products ranging from tents and sleeping bags to extreme-duty expedition backpacks and specialized hunting gear—the kind of gear you want on your personal adventures and the kind you can confidently recommend to your readers.

Today, ALPS OutdoorZ is the hunting gear division for ALPS Brands. We developed this line in 2007 by offering packs purposefully designed for remote wilderness hunting. Now, ALPS OutdoorZ products cover everything from day and expedition packs to waterfowl blinds and turkey hunting vests.

As a company that relishes the personal and professional relationships we have developed with you, our professional outdoor communicators and media outlets, we want to thank you for the support you’ve given us over the years and for the good times we’ve enjoyed with you at various hunting camps and trade shows. We also want to ensure those positive relationships continue and to let you know that we are here to assist where we can with your editorial needs.

• **MEDIA GALLERY**
  
  We maintain a robust media content section on our website (alpsbrands.com). Here you can download the latest catalogs, press releases, and quality product-on-white studio images of our current product lines.

• **MEDIA DIRECT CREATIVE GROUP**
  
  Additional product information queries or image requests can be directed to Taylor Woodruff (taylor@mediadirectcreative.com).

• **PRODUCT REQUESTS**
  
  If you need product samples for designated product reviews or test-and-evaluation editorials, please forward those requests along with the specific product model name and item number, publication and issue date in which the product will appear, and your complete contact info (shipping address, email, and phone number). These requests can also be sent to Taylor Woodruff (taylor@mediadirectcreative.com).
FINALLY, WE HAVE A FAVOR TO ASK OF YOU!

We know that it is quite difficult to remember all the style guides used by companies today, and that trying to adhere to some of those styles can make for clumsy and awkward text presentations in your copy. Many companies use ALL CAPS in their company or product names simply as stylistic attention-getters—kind of an “art for art’s sake” thing. Just know that ALPS Brands isn’t about that at all.

‘ALPS’ is the proper acronym for our company: Active Lifestyle Products and Services. It is a brand name and usage that we’ve worked hard over the years to establish and never with the intention of trying to be “cute” or “creative” or to try and get media outlets to shoulder the burden of our own brand recognition efforts.

So, we are asking all our friends in the media to help us maintain our brand name integrity by correctly using the acronym ALPS (in all capital letters) when discussing the company and its products instead of “Alps” (the European mountain range)—as in ALPS Brands, ALPS Mountaineering, and ALPS OutdoorZ.

We thank you for your assistance in this effort and look forward to continuing to work with you in fulfilling your editorial needs for years to come.

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.

Media Contacts:  Sarah Beth Brune  sarahbeth@alpsbrands.com  Taylor Woodruff  taylor@mediadirectcreative.com