

Mountain Hardware Donates \$35,000 to Ten Camps for "Send a Kid to Camp" Campaign

Contributed by The Editors
Tuesday, 02 June 2009

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"We wanted to get our customers involved and provide some exposure to camps that are helping introduce kids to all that the outdoors has to offer, so we donated a dollar every time someone clicked and visited our Gives Back landing page on www.mountainhardware.com," said Alex Baires, Co-Director of the company's Gives Back program. The landing page included links to the camps' websites.

"Mountain Hardware is committed to helping to create the next generation of outdoor enthusiasts. This is important to our industry, the company and to Mountain Hardware employees at a personal level. Growing up with an appreciation for the outdoors contributes to a healthy lifestyle and creates future environmental stewards and future customers for our industry," Baires continued.

In addition to committing dollars to get kids outside, Mountain Hardware is also introducing a selection of outerwear styles to keep youth dry and warm. The eight new Youth styles are based on Adult Hardware classics, including the Monkey and the Epic Jacket. All styles are made from technical fabrics in a variety of youthful colors with youth sizing ranging from XS-L (sizes 6 to 16). The new Youth collection can be found at Mountain Hardware specialty retailers starting in September.

The company is working on future Gives Back programs to incorporate getting youth outdoors as well as additional styles in the youth product offering.

Send a Kid to Camp funds were distributed equally to the following Camps

- Camp Jack Hazard - Modesto, California
- City Wild - Denver, Colorado
- Gateway Mountain Center - Truckee, California
- Girls Incorporated - Santa Fe, New Mexico
- Kismet Rock Foundation - North Conway, New Hampshire
- Outdoor Outreach - San Diego, California
- Summer Search - New York, New York
- Vida Verde - Half Moon Bay, California
- Women's Wilderness Institute - Boulder, Colorado
- Youth Enrichment Strategies - Richmond, California

More information about the Mountain Hardwear Gives Back program can be found on the Mountain Hardwear Gives Back Page of their web site.

About Mountain Hardwear

Mountain Hardwear, Inc. makes cutting edge mountaineering and outdoor equipment, apparel and accessories for ultimate performance in extreme conditions. Established in 1993 by a group of outdoor industry veterans, Mountain Hardwear is a wholly-owned subsidiary of Columbia Sportswear Company based in Richmond, Calif. Mountain Hardwear distributes its products through specialty outdoor and sporting goods retailers throughout the United States and over 40 countries worldwide. Mountain Hardwear has won numerous product and customer service awards since its inception, reflecting the company's commitment and passion toward innovation. It's our relentless drive to create the absolute best that makes us who we are. Mountain Hardwear. PERFORMANCE ELEVATED™. www.mountainhardwear.com