

Media Contact:

Verde PR

Theresa Blake

Theresa@verdepr.com

970.259.3555



FOR IMMEDIATE RELEASE

PrimaLoft® and *Backpacker Magazine* Inspire People to Enjoy the Outdoors with the 2010 Nationwide Get Out More Tour

ALBANY, New York (June 2, 2010) – For the second year in a row, [PrimaLoft®](#) will serve as the technical insulation sponsor of [Backpacker's Get Out More Tour](#), an interactive mobile media and educational tour designed to encourage people to get outside and enjoy the great outdoors.

Backpacker's Get Out More tour guides, Sheri and Randy Propster, will visit specialty outdoor retailers and festivals in 48 states and over 70 cities to share their passion for wilderness exploration and offer expert advice. The tour features interactive 60-minute seminars and will navigate topics like trip planning, choosing the right outdoor gear and apparel, and safety in the outdoors, plus hands-on experiential outdoor excursions, retail workshops and product giveaways.

PrimaLoft's commitment to the outdoor lifestyle, coupled with the Tour's unique format and informative content, inspired the decision to participate in the 2010 Get Out More Tour for the second year running. Not only is it a great way to educate consumers and raise awareness for PrimaLoft products, it also engages retailers and drives traffic to boost retail sales.

"PrimaLoft is thrilled to be a part of the Get Out More Tour," said Eileen Berner, PrimaLoft® Sales and Marketing Director. "It's a great way for us to support the outdoor industry as a whole in a fun and interactive way, while demonstrating the technical properties of PrimaLoft® insulation."

PrimaLoft's innovative products are featured worldwide in leading brands from outerwear, sleeping bags, gloves, footwear, and accessories, to socks, sweaters and luxury bedding. The world leader in insulation technology, PrimaLoft enables active outdoor enthusiasts to get out more and enjoy the outdoors regardless of the weather or conditions.

Backpacker's mission to inspire and enable people to enjoy the outdoors and to promote backcountry adventure, is closely aligned with PrimaLoft's core values. The PrimaLoft tagline – *We're inside so you don't have to be* – further illustrates the complementary nature of the Get Out More partnership.

For more information, visit www.PrimaLoft.com or for complete listing of the Get Out More Tour schedule of events, visit <http://www.backpacker.com/getoutmore>.

About PrimaLoft:

PrimaLoft® is a registered trademark of Albany International Corp. PrimaLoft insulation was originally developed for the US Army as a water-resistant synthetic alternative to down. Today, PrimaLoft is regarded as a research and development leader in high performance insulations and yarns, which provide warmth and comfort from head to toe. Its family of products are manufactured in the US, Europe and Asia. The PrimaLoft brand is recognized globally and is used in leading outdoor and fashion brands, home furnishings, work wear and military applications. For more information, please visit www.primaloft.com and www.primaloftyarn.com.

About Backpacker:

Backpacker brings the outdoors to reader's doorsteps, inspiring and empowering them to get out and enjoy nature more often. The authority on active adventure, *Backpacker* is the world's first GPS-enabled magazine, and the only magazine whose editors personally test the hiking trails, camping gear, and survival tips they publish. *Backpacker's* Editors' Choice Awards, an industry honor recognizing design, feature, and product innovation, has become the gold standard against which all other outdoor-industry awards are measured.

#