

The logo for Inside Outdoor Magazine features the word "INSIDE" in a bold, red, italicized sans-serif font, followed by "OUTDOOR" in a larger, bold, black sans-serif font. Above the "O" in "OUTDOOR" is a stylized grey outline of a mountain range. Below "OUTDOOR" is the word "MAGAZINE" in a smaller, red, spaced-out sans-serif font.

INSIDE OUTDOOR MAGAZINE

Gear Junkie, CORDURA Search for 'Most Durable Person'

Tuesday, May 3, 2011

Online outdoor product review and news Web site The Gear Junkie has teamed up with Invista to present "The CORDURA brand Search for the Most Durable Person" contest. Running from May 1 through 31, the contest encourages outdoor enthusiasts to submit anecdotes telling why they believe they are a durable person.

The grand-prize winner will receive an all-expense-paid trip to Salt Lake City, Utah, in August during the 2011 Outdoor Retailer Summer Market trade show. The trip also will include a hiking excursion with The Gear Junkie's very own editor and publisher, Stephen Regenold, during the Outdoor Retailer Open Air Demo 2011 at Jordanelle State Park.

Contest entries for The CORDURA brand Search for the Most Durable Person will be posted live on The Gear Junkie Web site with the option of uploading a video or photos, and sharing stories with others via Facebook and Twitter. The contest coincides with the launch of the CORDURA brand "[Tell Us Your Durability Story](#)" Web site featured on www.cordura.com. The interactive site encourages viewers to share their unique adventure stories, obstacles that have been overcome and ways in which their durability has been tested.

"The CORDURA brand has a strong association with long-lasting durable products for outdoor adventurers. We are excited to work with The Gear Junkie to feature the CORDURA brand in its search for the most durable person," said Cindy McNaull, global CORDURA brand and marketing director. "Through the contest, we hope to inspire other people to get outdoors and test their own durability, while also rewarding our very own outdoor devotee."

Contest entries can be submitted at www.gearjunkie.com during the promotion period.