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## Invista's Cordura Joins 'Get Out More Tour' Again

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For the fourth consecutive year, Invista's Cordura brand team is sponsoring Backpacker magazine's 'Get Out More Tour.' In the adventurous spirit of the magazine, their 'Get Out More Tour' team is embarking on a cross-country tour, encouraging outdoor enthusiasts to plan their own journeys and educating them on the equipment and skills needed for the optimal outdoor experience.

Additionally, in conjunction with this year's tour, Cordura fabric is the featured brand of Backpacker magazine's Get out More tour 'Destination Durability' Sweepstakes, which will give participants a chance to win an Apple iPad.

"For more than 30 years, Invista's Cordura brand team has met the demands of outdoor enthusiasts by providing high performance fabrics that challenge outdoor enthusiasts to test their durability," said Cindy McNaull, global Cordura brand and marketing director. "The 'Get Out More Tour' is the ideal platform to showcase our steadfast commitment to providing consumers with stylish and durable fabric solutions for almost any outdoor experience, and this year we will be focusing on retailer training and merchandising tools to help bring our brand story to life."

Outdoor experts and tour spokespersons, Randy and Sherri Propster, are leading the adventure across the country. This year's tour is taking the Propsters to more than 60 outdoor specialty retailers and events. The 2011 tour officially kicks off on Thursday, April 7 in Raleigh, N.C. and will conclude on Thursday, Dec. 8 in Houston, Texas.

"We are excited about the opportunity to showcase products made with Cordura brand fabric again this year," said Randy Propster. "We have used Cordura fabric products on our personal outdoor adventures and we hope that our appreciation for the brand's durability will help to give tour attendees a good idea of how a long-lasting product is important for withstanding the many challenges encountered in the great outdoors."

As part of the mobile marketing tour, the Backpacker magazine's 'Get out More' road team is hosting a series of detailed, 60-minute interactive tutorials, in-depth retail workshops, exhilarating outdoor excursions and festival participation to provide an inside look into the latest outdoor products and trends in the industry.

Designed to bring the pages of Backpacker magazine to life, the 'Get Out More Tour' delivers real-life experiences, product demonstrations and tips straight from the editors to provide audiences with the practical techniques and skills for their outdoor adventures. In addition to the inspirational seminars and invigorating hiking and camping excursions, audiences will enjoy the opportunity for a chance to win fabulous outdoor prizes.

As the featured brand of Backpacker's 2011 Destination Durability Sweepstakes, the Cordura brand team is donating the grand prize of an Apple iPad mobile digital device. Backpacker magazine will load the Apple iPad mobile digital device with outdoor essentials like local hiking and travel maps and trail information, as well as information on the wide array of products that contain Cordura fabric.

Through the 'Get Out More Tour,' the Cordura brand team will heighten awareness among outdoor enthusiasts about the versatility of Cordura fabrics through many well-known brands that use the durable, long-lasting fabrics.

"We are honored to once again collaborate with our key brand customers and longtime users of Cordura fabrics to equip the Propsters with some of the most innovative and enduring outdoor products on the market," says McNaull.

This year's product line-up includes: Big Agnes, Club Glove, Eastern Mountain Sports, Granite Gear, Gregory, JanSport, Osprey, Outdoor Research, Sea to Summit, The North Face, The Ship in a Bottle and Timbuk2.