

Friday, April 8, 2011

INVISTA'S CORDURA® Brand Business Sponsors Backpacker Magazine's 2011 'Get Out More Tour'



WICHITA, Kan. - 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:

THE OUTDOOR WIRE

The Outdoor Industry's Daily Transactions Newsletter

- 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
- Timbuk2

Outdoor enthusiasts can track the whereabouts of the Backpacker magazine's 'Get Out More Tour' at www.getoutmoretour.com or the CORDURA® brand interactive website, www.CORDURA.com as well as through CORDURA® brand Facebook updates and Tweets. The content rich, user-friendly sites allow end-users of the fabric to learn more about INVISTA's fabric technology and the benefits of using products made with CORDURA® fabric.

To learn more about Backpacker magazine's 2011 Get Out More Tour visit <http://www.getoutmoretour.com> or www.CORDURA.com. For more information regarding Backpacker magazine's Get out More tour 'Destination Durability' Sweepstakes, including official rules visit <http://www.getoutmoretour.com/gear/destination-durability-rules/>.

*Neither INVISTA nor the CORDURA® brand team are an Official or other sponsor of the Destination Durability Sweepstakes. Their involvement is limited to only providing the grand prize to Active Interest Media.

About CORDURA® brand

INVISTA's CORDURA® brand essence celebrates individual durability: As Long As The World Is Full Of Durable People, We'll Keep Making Durable Fabrics™. Known for its resistance to abrasions, tears and scuffs, CORDURA® fabric is a primary ingredient in many of the world's leading high-performance gear and apparel products ranging from luggage, upholstery and backpacks to footwear, military equipment, tactical wear, workwear and performance apparel. The CORDURA® brand is a registered trademark of INVISTA, one of the world's largest integrated polymer, intermediates and fibers businesses. To distinguish the CORDURA® brand, the word "CORDURA®" must be spelled out in all caps, used with an ®, and followed by the word "brand" or "fabric."

To learn more about INVISTA's CORDURA® brand, end-use products, and marketing tools please visit www.CORDURA.com and follow us on Facebook, <http://facebook.com/CORDURABrand>, and Twitter, <http://twitter.com/CORDURABrand>.

About INVISTA

INVISTA is one of the world's largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including: ADI-PURE®, ANTRON®, AVORA®, C12™, COMFOREL®, COOLMAX®, CORDURA®, CORFREE®, DACRON®, DBE®, DYTEK®, FRESHFX®, LYCRA®, PERFORMA™, POLARGUARD®, POLYSHIELD®, POLYCLEAR®, SOLARMAX®, STAINMASTER®, SUPPLEX®, SUPRIVATM, TACTEL®, TACTESSE®, TERATE®, TERATHANE® and THERMOLITE®. For more information, visit www.INVISTA.com.