



**SIERRA
DESIGNS**

SINCE 1965

Miles From Ordinary

Booth #24016

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FOR IMMEDIATE RELEASE

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Sierra Designs Unveils Bold New 2017 Tents
New line offers maximum comfort without added weight

July 20, 2016 - Boulder, CO. — [Sierra Designs](http://SierraDesigns.com) is proving once again why it is a leader in the industry by offering the most comfortable, livable and lightweight tents for the backcountry. Their bold new 2017 line pushes the boundaries of how spacious tents can be without adding extra weight.

The Summer Moon 2 is the lightest, sub \$200, fully freestanding dome tent on the market. This 3-season, 2-person tent features a simple, two pole design that makes set-up a cinch. The rain fly can be staked out to create a large, full coverage vestibule for gear, or removed for unmatched stargazing and ventilation. The large D-door is easy to navigate, and reflective guylines and guyout loops help campers move safely about at night. This roomy tent offers 29.2 sq. ft. of interior space and a 41" peak height with a minimum weight of only 3lbs. 7oz. The Summer Moon 2 comes with the Night Glow accessory, which uses a headlamp to light the tent with a soft glow. MSRP: \$179.95



The Clip Flashlight 2 is a redesigned version of a best-selling Sierra Designs classic. This 3-season, 2-person tent now has more usable interior space, a taller peak height and more gear storage with no increase in weight and a reduction in price. The large single D-door, single vestibule and all-mesh body make it the perfect minimalist shelter for those looking to travel light and fast. The Clip Flashlight 2 is non-freestanding and features a 42" peak height and 30 sq. ft. of interior space with a minimum weight of 3lbs. 6oz. MSRP: \$199.95



The Divine Light 2FL combines the benefits of the Clip Flashlight and Tensegrity tents into one revolutionary new design. This 3-season shelter has the easy set-up, awning coverage and trekking pole compatibility of the Clip Flashlight, along with the 360-degree ventilation, large gear storage and unique 3-pitch configuration of the Tensegrity. A wider ceiling than floor creates more interior space for heads and shoulders to add comfort to any campout. This non-freestanding tent is available in both a 1-person and 2-person size, featuring a 45.5" peak height and 17.1 sq. ft. (1P)/29.3 sq. ft. (2P) of interior space, with a minimum weight of just 2lbs. 7 oz. (1P)/3 lbs. 1 oz. (2P). MSRP: \$319.95 (1P)/\$389.95 (2P)



The High Route, designed in collaboration with renowned adventurer Andrew Skurka, is a single person shelter designed for the full range of 3-season conditions, without weighing you down or cramping your space. The tent's diagonal ridgeline and vertical doors maximize usable interior space (36 sq. ft.), allow for ventilation even when the shelter is closed in stormy weather, and keep poles out of the entryway and sleeping area. The High Route is light enough for mild summer trips at just 2lbs. 5oz., but storm-worthy enough for moderate winter weather. This non-freestanding shelter can help you handle bothersome insects and high humidity, or lack thereof, thanks to its double-wall design and porch-able doors. The High Route also features a simple, intuitive and fast pitch – perfect for setting up shelter in just minutes. MSRP: \$299.95

The new 2017 tents will be on display at Summer Outdoor Retailer in Salt Lake City in the Sierra Designs booth, #24016.



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Sierra Designs Introduces New Skurka Collection
Renowned adventurer helped develop new tent & pack

June 29, 2016 - Boulder, CO. — [Sierra Designs](http://SierraDesigns.com) continues to push ahead and inspire new adventures with a limited edition collection developed with *National Geographic* and *Outside* magazines' "Adventurer of the Year," Andrew Skurka. At just 35 years old, Skurka has hiked more than 30,000 miles – the equivalent of traveling around the world one and a half times. These products represent years of collaboration and fine-tuning between Sierra Designs and Skurka, utilizing his extensive backcountry knowledge to create innovative new designs.



The Sierra Designs Flex Capacitor 40-60 backpack features a unique gusset system that allows the circumference to quickly expand from 40 to 60 liters with the adjustment of a few straps, providing a more stable and comfortable load carry. This multi-day pack features a unique "Y-FLEX" suspension that's designed to be as lightweight as possible, allowing redundant materials to be removed without sacrificing comfort or stability. The pre-bent vertical stay transfers the pack weight into the waist belt, while providing space from the back for maximum ventilation. Other features include EVA foam padding, stretch mesh side pockets and a removable hydration sleeve. The Flex Capacitor will be available in 2 torso sizes: small/medium (17" - 19") and medium/large (19" - 21"). MSRP: \$199.95

The Sierra Designs High Route is a single person shelter designed for the full range of three-season conditions, without weighing you down or cramping your space. The tent's diagonal ridgeline and vertical doors maximize usable interior space (36 square feet), allow for ventilation even when the shelter is closed in stormy weather, and keep poles out of the entryway and sleeping area. The High Route is light enough for mild summer trips at just 2lbs. 5oz., but storm-worthy enough for moderate winter weather. This non-freestanding shelter can help you handle bothersome insects and high humidity, or lack thereof, thanks to its double-wall design and porchable doors. The High Route also features a simple, intuitive and fast pitch – perfect for setting up shelter in just minutes. MSRP: \$299.95



The new tent and backpack will be on display at Summer Outdoor Retailer in Salt Lake City in the Sierra Designs booth, #24016.



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Sierra Designs Offers New Limited Edition Pack at ORSM
Sales will benefit The Conservation Alliance

July 21, 2016 - Boulder, CO. — [Sierra Designs](http://SierraDesigns.com) is proving once again why it's a can't-miss stop during the Outdoor Retailer Summer Market this year. The innovative outdoor company is offering a brand new product at OR, the Flex Summit Sack, with sales benefitting The Conservation Alliance.



Based on the full-sized Flex Capacitor pack designed in collaboration with ultra-hiker Andrew Skurka, the versatile Flex Summit Sack is the perfect go-anywhere pack for travel, day hikes and quick summit treks. Unlike other packs on the market, its unique “flexible” volume quickly and easily expands out from 18 to 23 liters, providing the perfect amount of storage every time. This pack is lightweight (approximately 13oz.), and easily packable in a suitcase, duffle bag or backpack. A U-shaped top access zipper makes it a cinch to find what you're looking for, while a zippered stash pocket on the lid keeps small essentials readily available. Other key features include stretch mesh side pockets, an adjustable/removable webbing waistbelt and a hydration sleeve and port.

A limited number of Flex Summit packs will be available for \$25 each while supplies last at the Sierra Designs booth, #24016, during Outdoor Retailer Summer Market. All proceeds will benefit The Conservation Alliance, which works to help protect and restore America's wild places. For more information, please contact suzanne@darbycommunications.com.



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Sierra Designs Presents Andrew Skurka Clinics

July 21, 2016 - Boulder, CO. — [Sierra Designs](http://SierraDesigns.com) is proud to offer several opportunities to meet *National Geographic* and *Outside* magazines' "Adventurer of the Year" Andrew Skurka during the 2016 Outdoor Retailer Summer Market. Skurka, a renowned thru-hiker, has covered more than 30,000 miles in his 35 years, the equivalent of traveling around the world one and a half times. He will present a pair of backpacking-focused clinics during OR, as well as a meet-and-greet and raffle during Sierra Designs' Happy Hour event.



In his "What Would Skurka Pack" clinics, Skurka will draw from years of experience in the backcountry to show his personal essentials for the trail. Attendees will learn how to select the best gear for hiking trips in two different environments: the western mountain region and the eastern woodlands. Skurka will also showcase his new pack designed with Sierra Designs, the Flex Capacitor. Check out the "What Would Skurka Pack: Western Mountains" clinic on Wednesday, August 3rd from 10-10:30am. The "What Would Skurka Pack: Eastern Woodlands" clinic will take place on Thursday, August 4th from 10-10:30am.

Show attendees will have another opportunity to meet Skurka during Sierra Designs' Miles from Ordinary Happy Hour on Wednesday, August 3rd from 4:30-6pm. Skurka will be available to discuss his highly-anticipated collaboration with the brand, including the limited edition Flex Capacitor pack and High Route tent. There will also be free drinks and a raffle for prizes including a Flashlight 1 and Nightwatch 2FL tent, a variety of Sierra Designs sleeping bags, Night Glow accessories and DriDown pillows.

All of these events will be offered at the Sierra Designs booth, #24016, during Outdoor Retailer Summer Market. For more information, please contact suzanne@darbycommunications.com.



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Sierra Designs Unveils Reinvigorated Brand Strategy *Heritage brand pushes forward under new management*

June 6, 2016 - Boulder, CO. — [Sierra Designs](#), a heritage outdoor brand that has been creating groundbreaking products for more than 50 years, is pushing ahead with a reinvigorated brand identity and powerhouse management team. Eric Greene, formerly Kelty’s general manager, has taken the reins as GM and division vice president of the recently formed Exxel Outdoor Performance Group, which includes Sierra Designs, Kelty and Ultimate Direction. Greene leads a strong team that embodies Sierra Designs’ pioneering and entrepreneurial spirit.

“Each brand under the Outdoor Performance Group will remain distinctive and powerful with their own product strategies, but we are all better together because of the back-end alliances and efficiencies we create,” says Greene. “Sierra Designs is poised for significant growth with its brand revitalization, a major disruptive marketing push and the development of some amazing new products, and now we have the resources and team to really take things to the next level.”



Under the leadership of Rick McCabe, a longtime industry veteran who was promoted to VP of product development and innovation, and newly hired senior product manager Stephen Barnes, Sierra Designs is defining itself more clearly as an adventurous brand that lives up to its tagline of “Miles from Ordinary.” The brand is building on the success of breakthrough products like the [Backcountry Bed](#) with a new line of equipment that offers innovative technology at an attainable price. This includes a limited edition tent and backpack collection designed with Andrew Skurka, a *National Geographic* “Adventurer of the

Sierra Designs' Award-Winning Backcountry Bed

Year.” The brand is also revamping current products with cutting-edge features, like the new integrated comforter in the [Zissou](#) and [Eleanor](#) sleeping bags and the [Flash](#) tent’s retractable rain fly. The Sierra Designs apparel division is also working on a slate of new technologies centered around the “Miles from Ordinary” mandate.

“Not only do we have some incredible products coming down the pipeline, we’re making unique upgrades, and with the group synergies we are creating, are able to offer some of our best-sellers at highly attractive, more attainable price points,” says Greene. “We want Sierra Designs to inspire people to be fearless and take on adventures with products that are technically advanced without losing that cool factor.”

Sierra Designs is also increasing its marketing endeavors with disruptive efforts. Examples include an increased digital presence with a redesigned website, attention-grabbing social campaigns and partnerships with ambassadors like the [Packing It Out](#) team, which is currently thru-hiking the Pacific Coast Trail to pick up trash.

Known as a forward-thinking outdoor brand that pushes the limits of game-changing design without sacrificing style, Sierra Designs is positioned to be *the* brand that intrigues and attracts retailers this summer buying season.

About Sierra Designs

Sierra Designs was born in 1965 with a pioneering spirit into the world of backpacking and camping. Today, our crew of outdoor enthusiasts and seasoned explorers are on a mission to fundamentally redefine how we venture in the backcountry. We create outdoor equipment and apparel driven by technology and fearless approaches to keep adventurers miles from anything ordinary. Find more information at www.sierradesigns.com.