



## **SHOT Show Brand Ambassador Announcement: Crazy Creek X John Huston**

*CRAZY CREEK introduces John Huston as new outdoor, tactical brand ambassador.*

**Red Lodge, Montana (January 2025)** – [CRAZY CREEK Products](#), originators of the legless camp chair and trusted innovators in outdoor seating, was born in the backcountry of Red Lodge, Montana, and built for people who spend real time on rough ground. CRAZY CREEK is excited to announce John Huston as their new outdoor, [tactical](#) brand ambassador. For over 20 years, Huston has been at the forefront of cold-weather exploration, leading polar expeditions and teaching people how to operate effectively in the extreme cold.

In 2009, Huston and his expedition partner completed the first successful unsupported American expedition to the North Pole in 55 days, completing 475 miles by ski.

In addition to completing several major polar expeditions over the past two decades, John has most recently been a subject matter expert, trainer, and expeditionary consultant to U.S., Canadian, and Norwegian Special Operations Forces (SOF) units. Some of his other expeditions include the leader of a full-length expedition to the South Pole in 57 days, leader of a 65-day expedition on Ellesmere Island in Arctic Canada, and as a member of the Greenland Amundsen expedition, in which he traveled 1,400 miles by ski and dogsled in 72 days – while using 1911-style food clothing and equipment. John and his family reside in Boulder County, Colorado.



“The [CRAZY CREEK HEX](#) has been my trusted companion in the field for as long as I can remember. It is comfortable, durable, lightweight, and super useful,” says Huston. “It is an essential piece of my kit. A CRAZY CREEK improves performance out there. In the wilderness two of the primary functional work positions are sitting and kneeling. [The HEX](#) supports both of these positions. It improves my focus and ability to rest. I take it everywhere.”

For more than three decades, CRAZY CREEK chairs have been used in the wilderness by hikers, hunters, guides, anglers, and campers, for use by anyone who’s ever needed a decent place to sit when the ground pushes back. CRAZY CREEK builds equipment to meet

the needs of people who spend real time outdoors. By eliminating fragile hinges and unstable legs, their chairs are a go to tool for all types of outdoor users. With a solid back support and a steady, grounded feel, CRAZY CREEK chairs are perfect for long days outside, uneven terrain, and supporting a body that performs better when it's not fighting for comfort.

[CRAZY CREEK's HEX Series](#) is mission-ready for the tactical world and engineered for serious outdoor pursuits. It is a natural match with Huston's expertise and a dependable field standard piece of gear for hunters and field operators. The HEX Original chair rolls tight to just four inches in diameter and weighs only 20 ounces, making it easy to take anywhere. These chairs are built with carbon reinforced fiberglass stays, closed cell foam and are water resistant. They come with a lifetime warranty and are available in a variety of colors to suit the needs of different users.

Swing by the CRAZY CREEK booth number 41513 during the [NSFF SHOT Show](#) to meet the team and learn more. A **15% off Show Special** will also be available onsite for SHOT Show attendees only.

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### **About CRAZY CREEK**

Founded in 1987 in Red Lodge, Montana, CRAZY CREEK was born in the backcountry and built for people who spend real time on rough ground. For more than three decades, CRAZY CREEK has equipped people to **Take a Seat**—whether deep in the wilderness or close to home—providing dependable support wherever the ground works against them.

Learn more at [crazycreek.com](http://crazycreek.com). **Media Contact:** Verde Brand Communications, [crazycreek@verdepr.com](mailto:crazycreek@verdepr.com)

### **About John Huston**

John is a professional polar explorer and veteran of the first American unsupported expedition to the North Pole. He has completed major expeditions to the South Pole, to Greenland, and to Canada's fabled Ellesmere Island. He began his career as an instructor and sled dog trainer at the Voyageur Outward Bound School in northern Minnesota's Boundary Waters, where he fell in love with winter



expeditions. John is also an educator, motivational speaker, safety and logistics consultant, and wilderness guide. These days he runs a cold-weather expertise and training company, SKADI, that works with Special Operation Forces units. To learn more about John, visit [johnhuston.com](http://johnhuston.com) or his company [skadigroup.com](http://skadigroup.com)