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High Sierra Sport Company Supports Blue Jean Gala Benefit
An annual fundraiser event to support music programs
sponsored by Old Town School of Folk Music

VERNON HILLS, IL– High Sierra Sport Company is honored to donate its ATQ luggage to the 2009 Blue Jean Gala. The Gala fundraising goes to support the Old Town School of Folk Music outreach initiatives, student financial aid, and an array of educational programs. The event will take place on Saturday, April 18, 2009, featuring Loretta Lynn in concert, at the Gary and Laura Maurer Concert Hall, in Chicago, Illinois.

“Old Town School of Folk Music teaches and celebrates music as well as cultural expressions rooted in deep traditions,” explains Hank Bernbaum, president of High Sierra Sport Company. “This is such a fun event, for a good cause and we are proud to support Old Town School of Folk Music.”

The Old Town School of Folk Music has a philosophy that music is for everyone. It operates on a "teacher and student partnership in learning" philosophy. Young and old, beginners and advanced players, people from various cultures and traditions come together to create music and learn from each other.

High Sierra has a similar philosophy in that adventure traveling is for everyone. The new ATQ line is made with high-density EVA foam structure, which helps maintain the bag’s shape while remaining light in weight, and still includes lots of storage compartments. Other great features on the bags include: a shoe compartment to protect clothes from wear and tear; a water-resistant toiletry compartment, easily accessible on the top of the bag; roll along wheels for easy travel and backpack straps for versatility.

Old Town School tuition programs average close to 6,000 students per week, 2,700 of them children. The School presents performances by internationally known touring artists, Chicago's local artists and its staff and students every weekend. Most Wednesday nights feature free concerts through AfroFolk Live and La Peña, popular and long established Community Programs. Approximately 85,000 guests come to these concerts and attend the Chicago Folk and Roots festival in nearby Welles Park annually. For additional information, please visit www.oldtownschool.org or call (773) 728-6000.

For more information on High Sierra Sport Company, please call 1 (800) 323-9590 or visit www.highsierrasport.com.

About High Sierra Sport Company

High Sierra Sport Company (HSSC), specializing in user-friendly adventure travel gear, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals looking for the smart choice in durable and functional backpacks, duffels and wheeled luggage.

The official supplier of bags and luggage for the U.S. Ski and Snowboard Team, High Sierra's memberships include the Outdoor Industry Association (OIA), Sporting Goods Manufacturers Association (SGMA), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

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