



*FOR IMMEDIATE RELEASE:*

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**High Sierra Sport Company Sponsors Trail Fest 2009**  
*An annual fundraiser event to bring awareness to the National Trails System Act*

**VERNON HILLS, IL (March 25, 2009)** – High Sierra Sport Company is honored to sponsor the Pacific Crest Trail Association by providing 450 Talus lumbar packs for its Trail Fest attendee goodie bags and 12 AT458 26-inch Drop-Bottom Wheeled Duffels for volunteer award winners. Trail Fest brings awareness to the National Trails System Act, which designated the Pacific Crest Trail (PCT) as a National Scenic Trail in 1968. Trail Fest 2009 will take place on March 27-29, 2009 in Portland, Oregon.

“High Sierra will continue to sponsor the Trail Fest. It’s a wonderful event to learn more about the Trail as well as how to get the most out of your recreational and volunteer experiences,” said Rand Whitney, vice president of sales – Sporting Goods Division for High Sierra Sport Company. “We hope our Talus lumbar packs will help motivate outdoor enthusiasts and encourage others to participate in enjoying local trails.”

The Trail Fest 2009 keynote speaker will be Mark Larabee, a Pulitzer Prize-winning reporter for The Oregonian, Oregon's largest daily newspaper. In 2005, Larabee and photographer Ian Malkasian walked across Oregon on the PCT to chronicle the environmental and financial challenges facing the trail. His 13-part series and daily blog captured the beauty of the wilderness, the kindness of people, and the incredible mental challenge of long-distance hiking.

“The Trail is a gateway to matchless adventures, remarkable encounters with nature, and self-discovery. Trail Fest is an exciting opportunity for Pacific Crest Trail Association (PCTA) members, volunteers and other outdoor enthusiasts to gather together to celebrate the Trail and the PCTA's accomplishments,” said Shari Hansen, development associate for the PCTA. “We are very grateful for High Sierra Sport Company's continued support to make this a successful event.”

The Pacific Trail Association was formed in 1977 as a natural outgrowth and merger of many smaller organizations dating back to the 1930s, all of which advocated and worked diligently to create one continuous scenic trail along the crest of the major mountain ranges of the Pacific Rim

from Mexico to Canada.

Although the Pacific Crest Trail National Scenic Trail is complete from border to border, the work of keeping a 2,650-mile trail open, protected, and managed never ends. Many miles of trail remain on private land, and the wilderness character of numerous other miles is at risk. Working with the USDA Forest Service, Bureau of Land Management, National Park Service, and California State Parks, the PCTA is the voice of the PCT—its chief nonprofit advocate and guardian. The mission of the PCTA is simple: to protect, preserve, and promote the Trail for future generations.

To join the PCTA, inquire about volunteer opportunities, or learn more about planning a trip on the PCT visit [www.pcta.org](http://www.pcta.org) or call 916.349.2109.

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