



FOR IMMEDIATE RELEASE:

MEDIA CONTACT:

Stella Peterson
High Sierra Sport Company
stella@hssc.com
(847) 876-7248

High Sierra Sport Company Sponsors Sun Valley Bill Janss Pro-Am Classic
*An annual fundraiser event to support local ski and snowboard programs
sponsored by The Sun Valley Ski Education Foundation (SVSEF)*

VERNON HILLS, IL (March 5, 2009) – High Sierra Sport Company is honored to sponsor the Annual Janss Pro Am Classic by providing messenger bags. Janss Pro Am Classic is one of the Sun Valley Ski Education Foundation's biggest fundraisers event. The Janss Pro Am Classic will take place on March 5-7, 2009 at Sun Valley, Idaho.

This year's theme will be "High School Reunion". Each pro-am team is made up of one pro and four amateurs (former or current ski professional, former National Team members and Olympians). The team theme ideas include: sports teams, school clubs, social groups, teachers, or graduating years.

The weekend long event also includes an opening celebration cocktail party at Michel's Christiania, a pre-race practice course and individual instruction from the event's Pros, apres ski party and a "High School Prom" awards celebration dinner and dance in the Limelight Room.

The Janss Pro Am Classic benefits over 500 youth that participate in Alpine, Freestyle, Cross Country and Snowboard programs sponsored by Sun Valley Ski Education Foundation. For additional information, please visit www.svsef.org or call Karoline Droege 208-726-4129 x.111 or at karoline@svsef.org.

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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