



*FOR IMMEDIATE RELEASE:*

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**High Sierra Sport Company Sponsors High Sierra Music Festival**

**VERNON HILLS, IL** – High Sierra Sport Company is pleased to announce their participation as a sponsor of the 21<sup>st</sup> Annual High Sierra Music Festival held June 30-July 3, 2011 in Quincy, California. High Sierra Music Festival music line up will include My Morning Jacket, Ween, Neko Case, Maceo Parker, Gillian Welch, Warren Hayes Band and over forty other artists.

“High Sierra has always been a fan of musical endeavors,” said Hank Bernbaum, president of High Sierra Sport Company. “I’m personally on the board of Old Town School of Folk Music as well as other Musical activities. Plus with a name like the High Sierra Music Festival, it is no doubt that it fits nicely with our corporate energy of being in tune with our customers! We provide the bag, you provide the adventure.”

During the High Sierra Music Festival, High Sierra Sport Company will run a booth displaying new products for the season as well as offering games and product giveaways for consumers. In addition, each music performer will receive a High Sierra Brewster backpack.

High Sierra’s Brewster is ideal for anyone looking for style, function, organization, and storage, all with one great bag at the music festival. The bag has an insulated cooler compartment to keep beverages cold. It also has a separate, CUSHION ZONE padded computer compartment with a built in frame sheet to protect a 17” notebook computer.

High Sierra Music Festival co-producer Dave Margulies says, "High Sierra Sport Company has a great understanding of the impact of music in merchandising its products to consumers. The Festival is an ultimate proving ground for brands to capitalize on these types of unique exposure opportunities to consumers.”

High Sierra Music Festival is celebrating its 21<sup>st</sup> annual. Total attendance is expected to be approximately 10,000 people at the Festival. The four-day Festival features an eclectic mix of some of the most famous national and international names in jazz, newgrass,

bluegrass and other improvisational music forms such as jamband music. Other represented genres include funk, afrobeat, electornica and roots rock. Away from the music stages, patrons can attend workshops and exercise classes, shop for arts and crafts, or enjoy a wide variety of food and drink. Children's activities are also featured throughout the weekend.

For additional information on the High Sierra Music Festival and High Sierra Sport Company's sponsorship, visit [www.highsierramusic.com](http://www.highsierramusic.com) or [www.hssc.com](http://www.hssc.com).

### **About High Sierra Music Festival**

Celebrating the 20th Annual in 2010, the High Sierra Music Festival begins a new decade with its trademark sense of community and annual traditions among festival goers and music lovers. The picturesque location, the wide variety of artists, the unique musical settings at affordable prices all combine to make High Sierra the ultimate, intimate festival experience and premier four-day camping and music event in North America. Nestled in the quaint town of Quincy, CA (3,500 ft), the High Sierra Music Festival offers a variety of outdoor activities, personal wellness programs and arts and educational events. The scenic beauty of the majestic Sierra foothills is a great place to take in swimming, hiking and biking while also enjoying a full palette of music offered on multiple daytime stages and multiple nighttime venues. The Festival features intimate artist "playshops," an interactive KidZone, daily parades with oversized puppets, fabulous food with no waiting lines, Yoga, Pilates and dance classes along with the opportunity to just relax and camp with good friends in gorgeous weather along with an adjacent Olympic-sized swimming pool making the High Sierra Music Festival an anticipated yearly event and an experience for people of all ages. For more information, please call (510) 420-1529 visit [www.highsierramusic.com](http://www.highsierramusic.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.

High Sierra recently licensed its brand with NorthPole, LLC, a global leader in outdoor living and recreational products, to produce and distribute camping and outdoor recreation equipment under the High Sierra brand name.

The company is also 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), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

For more information, please call (800) 323-9590 or visit [www.highsierrasport.com](http://www.highsierrasport.com).

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