



FOR IMMEDIATE RELEASE:

MEDIA CONTACT:

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

**High Sierra Supports VH1 Save The Music
Summer Kick-Off Party**

VERNON HILLS, IL –High Sierra Sport Company, a manufacturer of innovative bags and luggage, is proud to provide the AT559 32" Expandable Wheeled Duffel to VH1 Save The Music Foundation. VH1's Save The Music and W Hotel Hoboken have joined forces for a special Summer Kick-off party event hosted by Foundation Board member, David Nathan of Universal Music Group. This event offers the opportunity to bid on exclusive "Summer Must-Have" auction items as well as a private acoustic performance by Grammy-Award Winner, Colbie Caillat. VH1's Save The Music event premieres Sunday May 23, 2010 from 1 - 4 p.m. in Hoboken, New Jersey.

“High Sierra is honored to partake in the celebration of VH1's Save The Music Summer Kick-off party. As VH1 continues to achieve their mission to restore instrumental music programs, High Sierra will remain a strong supporter of this foundation,” said Hank Bernbaum, president of High Sierra Sport Company. “We hope our AT559 32" Expandable Wheeled Duffel will help motivate the importance of music as a part of children's education.”

High Sierra's ATGO Series 32" Expandable Wheeled Duffel offers great family travel with 7,980 cubic inches of space, packing more compartments, functionality and access into one bag than ever before. With its roomy compartments for clothes and shoes, packing for a trip will never be a problem.

For more information on the VH1 Save The Music, please visit <http://vh1savethemusic.com/about>.

About The VH1 Save The Music Foundation:

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. To date, VH1 Save The Music has provided more than \$45 million in new musical instruments to 1,700 public schools in more than 100 cities around the country, impacting the lives of over 1.4 million children. With the support of people across the country and the 2010-2011 Ambassador Class including: OneRepublic, Chrisette Michele, Nick

Lachey, Mandy Moore, Kelly Clarkson, Jason Mraz, Fall Out Boy, Colbie Caillat, it is The Foundation's renewed commitment to donate one hundred million dollars worth of new musical instruments to ensure that even a greater number of students receive a comprehensive music education in the coming decade.

Get involved and learn more at www.vh1savethemusic.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), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

For more information, please call (800) 323-9590 or visit www.highsierrasport.com.

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