



FOR IMMEDIATE RELEASE:

MEDIA CONTACT:

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

High Sierra Supports 2010 Alpine National Ski Championships

VERNON HILLS, IL– High Sierra Sport Company, a manufacturer of innovative bags and luggage, is proud to provide their S6007 Ultimate Winter Backpack to the 2010 Alpine National Ski Championships.

The 2010 Alpine National Ski Championships will feature members of the United States Ski Team as well as the leading up-and-coming racers, competing in slalom, giant slalom and super G. The championships will take place on March 20-23, 2010 at White Face Lake Placid.

“The Alpine National Ski Championship is an excellent event,” said Hank Bernbaum, president of High Sierra. “We hope High Sierra's S6007 Ultimate Winter Backpack will allow ski enthusiasts an ease of mind during their travels to the ski racing events.”

The S6007 Ultimate Winter Backpack is the monster truck of backpacks. The bag features tuck-away boot holders, quick-release compression straps to carry a snowboard and adjustable webbing straps to carry skis. Additional features include an mp3 player pocket, a tuck-away mesh sport flap for a helmet, and a zippered hanging pocket for accessories, the list just keeps on going.

For more information on the U.S. Alpine Championships, please visit www.whiteface.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.

###