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High Sierra Sport Company Supports Blue Jean Gala Benefit
An annual fundraiser event to support music programs
sponsored by Old Town School of Folk Music

VERNON HILLS, IL– High Sierra Sport Company is honored to donate its AT GO luggage to the 2010 Blue Jean Gala. The Gala fundraising goes to support the Old Town School of Folk Music outreach initiatives, student financial aid, and an array of educational programs. The event will take place on Saturday, March 6, 2010, featuring John Prine in concert, at the Gary and Laura Maurer Concert Hall, in Chicago, Illinois.

“Old Town School of Folk Music emphasizes in the social aspects of music,” says Hank Bernbaum, president of High Sierra Sport Company. “We see this uplift philosophy similar to our goal with the adventure side of our AT Go collection. We provide the bag, you provide the adventure.”

The Old Town School of Folk Music operates on a "teacher and student partnership in learning" philosophy. Young and old, beginners and advanced players, people from various cultures and traditions come together to create music and learn from each other.

High Sierra's A.T. Go also works in a similar partnership. The luggage line is made of PVC fabric free and up to 15 percent lighter with more compartments, improved access and low-profile handles. It's the green light for an adventure and at the same time you're helping Mother Nature! Additional features include telescoping aircraft aluminum handle system with locking mechanism; inline skate-style wheels, in protective corner mounted housings with unique integrated bridges that keep the bag rolling true; kick plate between the wheel housings protects the bag from abrasion; SURE-GRIP handles tuck down flat when not in use; reflective piping for added safety; and molded feet protect bottom from abrasion.

Old Town School tuition programs average close to 6,000 students per week, 2,700 of them children. The School presents performances by internationally known touring artists, Chicago's local artists and its staff and students every weekend. Most Wednesday nights feature free concerts through AfroFolk Live and La Peña, popular and long established Community Programs. Approximately 85,000 guests come to these concerts and attend the Chicago Folk and Roots festival in nearby Welles Park annually. For additional information, please visit

www.oldtownschool.org or call (773) 728-6000.

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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