



*FOR IMMEDIATE RELEASE:*

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**High Sierra Sport Company Announces Sponsorship  
of U.S. Ski Team World Cup Downhill Skier Travis Ganong**

MEDIA NOTE: Photos are available at [www.hssc.com](http://www.hssc.com). For news throughout his training and travels, follow @HighSierraSport and @TravisGanong.

**VERNON HILLS, Ill.** – High Sierra Sport Company, a manufacturer of innovative bags and luggage, announced today a sponsorship agreement with U.S. Ski Team downhill skier Travis Ganong. Throughout the partnership, High Sierra will provide Travis with luggage, backpacks, hydrations packs, and ski bags. Travis Ganong is preparing for the upcoming 2012 World Cup Tour.

High Sierra Team bags are durable, easy to carry and allow for convenient transport of each athlete's gear and clothing. Ganong will do product demo videos and lifestyle photography for High Sierra. He will also do a blog about High Sierra products and support the brand via social media. In addition to sponsoring Ganong, High Sierra will continue to produce and distribute a limited quantity of U.S. Ski Team, U.S. Snowboarding and U.S. Freeskiing bags for consumers, which are currently available at ski shops and luggage stores nationwide as well as online at [shop.uskiteam.com](http://shop.uskiteam.com).

“Travis Ganong is headed to the top of his game and so are we. Together we'll make worthy partners as we draw more attention to downhill Skiing,” says Hank Bernbaum, president of High Sierra Sport Company. “Travis no longer needs to worry about the quality and durability of the bags that he travels with. We are honored to support him with gear, so he can be ready to represent our country.”

In his first full season on the Audi FIS World Cup downhill tour last season, Ganong made a strong impression, earning a spot on the 2011 World Championship team. He is a member of the next generation of great American downhillers, Ganong packed on the miles in 2011 and earned some international respect with World Cup points at some of the toughest venues on tour including Bormio, Wengen, and Kitzbuehel, plus super G points in Lake Louise.

The numbers are there, but it was the run he put down in Bormio that brought the fist pumps. Known as the one of the gnarliest in terms of course conditions, Ganong turned a bib 34 start position into a World Cup career-best 20th place. The momentum carried him through January and directly into his first World Championships where he notched solid results in both super G and downhill. But there was a bit more to his downhill in Garmisch. He finished 24th after breaking his hand on the fourth gate, ending his season abruptly. Seven screws and a titanium plate later and he's good to go for 2012.

“High Sierra is a perfect match for me and I’m excited about the opportunity,” said Ganong. “I’m constantly traveling and hiking in the mountains throughout the summer. In the winter, I’m always traveling with the Team. Bottom-line, I live out of bags, so I said - let’s do it!”

Follow Ganong and High Sierra at [www.travis-ganong.com](http://www.travis-ganong.com) and [www.hssc.com](http://www.hssc.com) as he competes in the full Audi FIS Alpine World Cup tour and travels the world skiing. He also loves freeskiing and big mountain shredding when away from the race scene at home in Squaw Valley near Lake Tahoe.

#### **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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