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ExOfficio and Trout Unlimited team up for the ultimate giveaway: a fishing trip for two to Alaska's Bristol Bay

Enter online or in stores during June to win airfare, lodging, guiding and adventure clothes

Seattle – Performance and outdoor clothing brand ExOfficio and Trout Unlimited's Alaska program will give away the ultimate getaway: a three-night fishing trip to Bristol Bay, Alaska. Anyone can enter the “Keep the Bugs Away® in Bristol Bay,” contest online at www.exofficiosweeps.com, or in more than 70 retail stores across the country from June 1 - 30.

Sponsored by ExOfficio, the Alaska Program of Trout Unlimited and the Sportsman's Alliance for Alaska, the contest, with an approximate retail value of \$11,000, includes:

Three nights' lodging and board for two at the Sportsman's Alaska Bear Trail Lodge

- Customized, guided fishing trips and nature excursions, including floatplane transportation
- Airline vouchers for two roundtrips from Seattle to Anchorage
- Adventure clothing for two from ExOfficio's Bugs Away® line

The promotion is aimed at raising awareness for Bristol Bay, home of the world's largest sockeye salmon fishery, which is threatened by a proposed large-scale gold and copper mine. More than 12,000 people earn their living from Bristol Bay fisheries and related tourism industries, which generate \$450 million a year. The Save Bristol Bay effort is led by a broad coalition, including non-profit Trout Unlimited, Alaska Native organizations, commercial fisherman, and outdoor enthusiasts. For more information, see www.savebristolbay.org.

“ExOfficio is proud to help raise awareness for protecting the Bristol Bay watershed from the risks of a massive open pit and underground mine,” said **Steve Bendzak, General Manager of ExOfficio**, which is based in Seattle. “We stand with the Alaska

Natives and others who are working to save this amazing natural resource.”

Both customers and retailers have a chance to win a three-night fishing trip to Alaska. Seventy-six retail stores across the country, including Hudson Trail Outfitters and Great Outdoor Provision Co., will feature the contest and provide in-store entry. A random drawing to select the winner will be conducted on or about August 1, 2011, and the winner must redeem the prize by December 31, 2012.

“We want to thank ExOfficio for bringing awareness to Bristol Bay through this amazing contest,” said **Tim Bristol, Director of Trout Unlimited’s Alaska Office**. “The winner will get to see firsthand why Alaskans are working so hard to stop Pebble Mine and protect this one of a kind natural resource, and all of the jobs tied to it.”

Bristol Bay is:

- A 40,000-square mile wetland (that’s about the size of Kentucky) with nine major rivers
- Home of the world’s largest sockeye salmon run and one of the biggest king salmon populations
- Epicenter of a \$450 million a year fishing industry and 12,000 fishing and tourism jobs

Pebble Mine would:

- Dig an open-pit mine up to two miles wide and 1,700 feet deep; and an underground mine of similar scale
- Dump up to 10 billion tons of toxic mine waste in perpetuity in the heart of the Bristol Bay watershed
- Be operated by and profit two foreign companies
- Potentially destroy the salmon runs, other fish, habitat, and wildlife of this productive and wild area

About ExOfficio:

ExOfficio is devoted to enhancing worldly exploration through clothing and footwear that packs-well, performs and is durable enough for a lifetime of adventure. ExOfficio is sold internationally in specialty outdoor, fly-fishing, travel and luggage stores. Products are available in ExOfficio retail stores and online. For more information visit www.exofficio.com.

About Trout Unlimited:

Trout Unlimited is a non-profit organization dedicated to the conservation of freshwater streams, rivers, and associated upland habitats for trout, salmon, other aquatic species, and people. With more than 150,000 members and volunteers organized into about 400 chapters from Maine to Montana to Alaska, the organization is firmly behind the effort to stop the proposed Pebble Mine in Bristol Bay. www.tu.org/

About the Sportsman’s Alliance for Alaska:

The Sportsman’s Alliance for Alaska is a program sponsored by the [Alaska Conservation Foundation](http://www.alaskaconservationfoundation.org) and consists of hunters and anglers working together to preserve fish and game habitats and hunting and fishing opportunities on our public lands in Alaska. www.sportsmansalliance4ak.org

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