

MULTISPORT JOURNEYS LLC

Media Kit

2012

What Do You Live To Do?



MULTISPORT JOURNEYS, LLC

Founder Sue Field created Multisport Journeys after deciding to throttle back from a high-powered career and settle into a more tranquil life in the heart of Colorado's San Juan Mountains. Field has created an active lifestyle brand offering a continuum of casual to technical apparel with 60+ images of original artwork appealing to outdoor enthusiasts. The merchandise is a prequel to a series of active travel guidebooks she is writing aimed at Boomers, like herself, and beyond. The MSJ brand celebrates a well-rounded approach to life and sports and asks "What Do You Live To Do?" For further information visit the Multisport Journeys website.

What Do You Live To Do?



www.multisportjourneys.com
Live To Play Another Day



CASUAL TO PERFORMANCE APPAREL

What Do You Live To Do?



www.multisportjourneys.com
Live To Play Another Day



Easy Custom Ordering

**Choose your own
Single,
Triple &
Quad
Printed
in the USA**



Embroidered in the USA



Laser-etched fleece

Multisport Journeys Announces T-shirt and Hat Sponsorship at Outdoor Retailer



Multisport Journeys (MSJ) announces sponsorship of the 2012 Winter Outdoor Retailer Show. As the official t-shirt sponsor of the show, Multisport Journeys will be giving away 1000 free tees at the main east entrance of the Salt Palace January 19-21. MSJ is also sponsoring the All Mountain Demo at Solitude Mountain on January 18th. Ski or board by for a free fleece snowbeanie – available to the first 500 participants at the OR booth by the lift ticket area.

A Colorado based company, Multisport Journeys is giving away its fun and original snow sports artwork imprinted or embroidered on cotton tees and snow beanies - great for the outdoor enthusiast or gift giver.

"Beanies and tees are popular seasonal items for ski stores, clubs and resorts. This will be a great way for OR attendees to check out our ski, telemark ski and snowboard artwork which is also available on our laser-etched fleeces and performance apparel," says MSJ founder Sue Field.

About Multisport Journeys

Multisport Journeys promotes positive "get active outdoors" messages with 60+ original sports & travel images representing everything from mainstream (hiking, biking, skiing) to niche adventure (ice climbing, mountaineering) sports and travel (jeeping, ATVing) activities. MSJ's artwork can be laser-etched into a high-quality fleece jacket or vest, printed on casual or technical adventure apparel and embroidered onto baseball caps and snow beanies. See MSJ's full line of men's, women's and kids' styles at the OR Winter Show (Booth #BR509).

Sue Field created Multisport Journeys after deciding to throttle back from a high-powered career that included C-suite tours of duty on Wall Street as well as at the likes of Sears, Roebuck and Co., and Vitamin Cottage Natural Grocers. Settling into a more tranquil life in the heart of Colorado's spectacular San Juan Mountains, Field developed the apparel brand as a prequel to a series of active travel guidebooks she intends to write and publish that will be aimed at boomers, like herself, and beyond.

Multisport Journeys celebrates a well-rounded approach to life and sports and asks "What Do You Live To Do?" In MSJ, the average but avid sports enthusiast finds products and a rallying cry they can relate to: Live to Play Another Day® - have fun, but remain in one piece!

For further information visit the Multisport Journeys website.

MEDIA CONTACT:
Lee Hart, Brand Amp
(303) 898-4141
lee@BrandAmp.com

