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Montrail Gives Back to HERA

The company awards the HERA Women's Cancer Foundation a \$5,000 Grant

CARBONDALE, COLO. (February 2, 2009) Montrail, a leading brand in the outdoor industry, awarded the HERA Women's Cancer Foundation the [Montrail Gives Back Grant](#). The grant program is 100 percent employee-driven and aims to support the places, people and organizations that that protect the outdoors and the people who play in it. This year the program will give \$5,000 to the HERA Foundation. This is the second year in a row Montrail chose the HERA Foundation as the recipient of this grant.

In 2008, Montrail and Mountain Hardwear awarded the Montrail Gives Back grant to both the Challenged Athletes Foundation and the HERA Foundation. As part of the grant, Montrail partnered with the HERA Foundation for the Run Like a Girl Series. The trail-race series traveled to four states across the United States, and the proceeds were awarded to the HERA Foundation. "We like organizations that challenge people to empower their lives," says Paige Boucher, co-Chairman of the Montrail/Mountain Hardwear Gives Back Board and Mountain Hardwear/Montrail public relations director. "The HERA Foundation is a great example of how people can do that."

The HERA Foundation raises money for research and awareness initiatives through community sponsorships and events. Of the funds raised, 85 percent go toward medical research and awareness initiatives. According to the Ovarian Cancer National Alliance, one in 72 women will be diagnosed with ovarian cancer during her lifetime, and about 20,000 American women will be diagnosed each year. Grants like these enable the HERA Foundation to fund research that will help find a cure.

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HERA/Montrail Give Back Grant - 2

About HERA Partners in Action

The HERA Partners in Action program enables companies to “give back” a portion of sales from a product or group of products to the HERA Women’s Cancer Foundation. Designated Partners in Action products include hangtags that educate consumers about ovarian cancer facts and symptoms. Partners include: Bronwen, BlueWater Ropes, Etch, Evolv, Friksn, Fox River, MadRock, Omega Pacific, Petzl, Seattle Manufacturing Company and Women’s Adventure Magazine. Awareness Partners include Mountain Gear, Sterling Rope and Stonewear. For more information, contact Stephanie Forte at Forte Creative Media, 702.898.2547.

HERA Climb4Life Seven Summit Sponsors:

Black Diamond Climbing Equipment, BlueWater Ropes, Boulder Rock Club, Climbing Magazine, Colorado Mountain School, Evolv, Exum Utah Mountain Adventures, Forte Creative Media, Fox River, Liberty Heights Fresh, MadRock Climbing, Montrail (Visionary Sponsor), Mountain Hardwear, Patagonia, prAna, REI, Sea to Summit, SIGG, Stonewear Designs, The North Face, Timbuk2 Designs, Urban Climber and Women’s Adventure Magazine.

About the HERA Foundation

The HERA Foundation is a registered 501 (c) 3, whose mission is to stop the loss of mothers, daughters, wives, sisters, partners and girlfriends from ovarian cancer by empowering women to take control of their health, empowering the medical community to find new directions in ovarian cancer research and empowering communities to provide support. For more information, visit www.herafoundation.org.

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