



MTBR.com

June 16, 2010

Osprey Challenges Local Montezuma County, CO Businesses to Bike to Work on June 23

Monthly Traffic: 1,000,000

URL: <http://tinyurl.com/32wyw2c>

Cortez, Colo. (June 16, 2010) – Osprey Packs, Inc., a leader in creating top-quality, high-performance, innovative packs to comfortably and efficiently carry gear, is throwing down the gauntlet to all businesses in Southwestern Colorado’s Montezuma County and challenging them to join them in the Colorado Bike to Work Day on Wednesday, June 23. For extra motivation, Osprey is offering participating local employees a one-time pro deal discount of 50 percent off up to three packs and two accessories. Furthermore, if a company with 10 or more employees achieves 100 percent participation, Osprey will treat them to a celebratory lunch. Anyone interested in participating in the Osprey Colorado Bike to Work Day Challenge should contact Sam Mix (Sam@ospreypacks.com) or Gareth Martins (Gareth@ospreypacks.com) by June 21.

Now in its fifteenth year, Colorado Bike to Work Day is aimed at getting people to leave their cars at home and bike to work. It is the highlight of Colorado Bike Month, which celebrates bicycling for transportation, fun and health. “At Osprey, we celebrate Bike to Work Day every year to encourage our employees to get out of their cars and on their bikes. It’s been a wildly successful event, with upwards of 90 percent of our team members biking to work. This year, we want to set an example for other businesses as well,” said Gareth Martins, director of marketing at Osprey. “While cycling in the fresh air is reward enough, we’re excited to give people extra incentive with our discount offer. By biking to work on June 23, you can feel good about yourself and your carbon footprint and score a great deal on our gear.”

Osprey is no stranger to the Colorado Bike to Work challenge. They have been taking part since 2006, and in 2009, 25 of the 29 team members working that day rode their bikes to Osprey as part of the celebration. Participation in the Bike to Work challenge is just one example of Osprey’s commitment to the environment. In 2009 Osprey donated a total of nearly 240 volunteer hours on a wide variety of environmental projects, including Conservation Next’s Boulder Backyard Collective, National Public Lands Day in Mesa Verde National Park, The Access Fund’s Hawkins Preserve Project and the local Carpenter Preserve Open Space project, among others. In the spring of 2009, they raised \$1,260 for the Four Corners Recycling Initiative to aid in efforts to expand local recycling services and educational outreach.

