



PRESS RELEASE

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ARC'TERYX RETURNS TO GRAND TETON MOUNTAINS FOR 2019 BACKCOUNTRY SKI AND SNOWBOARD ACADEMY

PROFESSIONALLY GUIDED MOUNTAIN CLINICS GUARANTEED TO ADVANCE BACKCOUNTRY SKILLS

NORTH VANCOUVER, BC (November 1, 2018) – [ARC'TERYX](https://www.arcteryx.com), the technical leader in outdoor performance apparel and equipment is pleased to announce the return of its popular Backcountry Ski & Snowboard Academy in Jackson Hole, Wyoming. Returning for its second season, the community event was created to celebrate the culture of backcountry skiing and snowboarding, focusing on educational backcountry skiing, snowboarding, mountaineering clinics and communal events. This year's event will be held February 7th-10th, 2019 and clinic / seminar registration opens to the general public on November 2, 2018.

In response to the growing popularity of backcountry activities, the four-day mountain skills symposium is hosted in conjunction with Exum Mountain Guides, the oldest and most experienced guiding service in the US. The event includes a wide range of educational and safety clinics that features personal insight from professional guides and Arc'teryx athletes through skills clinics like Introduction to Splitboarding, Crevasse and Rope Rescue, and Advanced Ski Mountaineering – each offering a small client to guide ratio providing participants the perfect opportunity to learn in real-life, intimate settings.

"The educational opportunities presented through this event are incredibly profound," said Brenton Reagan, Marketing Manager and Lead Guide for Exum Mountain Guide. "Our culture of guiding is one of openness. Freedom to discuss what information one doesn't have or the experience through which one wants to learn. This is how we become a master at our passion, and this is how we teach at the Academy Clinics."

Building on last year's inaugural event, Arc'teryx will expand the event offering this season. "This year we've added more capacity to some of our most popular clinics, added more afterhours community events, and more safety-oriented events like the three-day American Avalanche Institute avalanche seminar", said Justin Sweeny, North American Sports Marketing Manager. "Our main goal is for everyone to have a good time, connect with the backcountry community, and come out of the weekend with some newly learned mountain skills."

Following each day's clinics, the Backcountry Academy experience continues with live music, films, and keynote speakers in the heart of downtown Jackson Hole. All after-hours events are



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free to the public and are aimed at further engaging and educating the backcountry ski and snowboard community.

Clinic spots fill up fast for the 2019 Arc'teryx Backcountry Academy, for more information, schedules and to register for clinics <http://jacksonhole.arcteryxacademy.com> or click <https://www.youtube.com/watch?v=gCirc8AznKE> to watch a recap of last year's adventures.

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About Us

Arc'teryx is a global design and manufacturing company based in North Vancouver, Canada, specializing in technical high-performance apparel, outerwear and equipment. Arc'teryx delivers creative solutions to enable those who live at the edge. Our products are distributed through more than 3,000 retail locations worldwide, including 32 branded stores globally. Arc'teryx is named for the Archaeopteryx Lithographica, the first reptile to develop the feather for flight, and exists to Accelerate Evolution.

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