



OutdoorIndustry.org

May 6, 2010

Osprey Sponsors Breast Cancer Fund's 11th Annual Climb
Against the Odds

Monthly Traffic: 10,389

URL: <http://tinyurl.com/3y3egy2>

Osprey Packs, Inc., a leader in creating top-quality, high-performance, innovative packs to comfortably and efficiently carry gear, has announced their sponsorship of the 2010 Climb Against the Odds, the Breast Cancer Fund's annual mountaineering expedition for breast cancer prevention.

From June 13 to 19, 2010, a team of 26 women and men who have been touched by cancer will attempt to summit the 14,179-foot Mount Shasta, located in Northern California. As a corporate sponsor, Osprey outfits each team member with an Ariel (women's) or Aether (men's) backpack.

Osprey is a long time supporter of the Climb Against the Odds; 2010 is the fifth year that the award-winning pack manufacturer has sponsored the event. For the first time, this year's expedition will have an especially personal aspect to it for Osprey, as the team will include Osprey ProDeal & Program Pack Manager Sarah Harper Burke.

"I am thrilled to be part of this amazing opportunity and am so appreciative to have the support of Osprey and the outdoor community," said Harper Burke. "The Breast Cancer Fund has made great strides in eliminating the environmental risks associated with breast cancer. I hope to help bring awareness to their focus through this climb as a novice backpacker and mountaineer. This is a challenge, both the climb and the fundraising, which I am really looking forward to."

Sarah will be blogging about her training and the expedition on the Osprey blog. To sponsor Sarah and the Breast Cancer Fund, supporters can go to: www.breastcancerfund.org/10climb/shburke.

"The Breast Cancer Fund and their vital work are incredibly important to us, and we're proud to be sponsoring Climb Against the Odds once again," said Gareth Martins, marketing director of Osprey. "This year is even more special for us, with our own Sarah Harper Burke on the team and personally raising money for the cause. We wish her and the rest of the inspiring team the best of luck in reaching the summit in June."

