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YOUR DESTINATION FOR WOMEN'S TRAVEL

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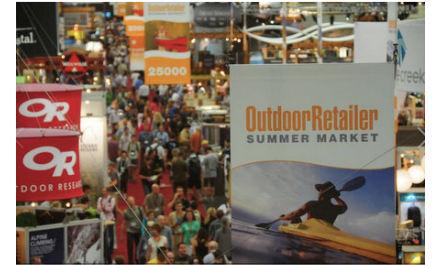
July 31, 2012

3,2,1...Summer Outdoor Retailer is Here!

Featuring: Osprey SS13

Monthly Traffic: 32,100

URL: <http://tinyurl.com/d9c3gbh>



3, 2, 1... Summer Outdoor Retailer is Here!

I'm just a few hours away from my flight to Salt Lake City, Utah to attend the Summer Outdoor Retailer show which kicks off tomorrow, August 1. Who's excited? **Hand raised.** (Me.)

The Outdoor Retailer show takes place two times a year, once during January for winter sports, and again in August for summer sports. Major outdoor industry companies showcase their new products for the upcoming season. Buyers from REI all the way down to small local retailers peruse (read: powerwalk the convention center) the booths for new clothing and gear for the following year. I'm a lucky duck and am attending the show as member of the working media. I attended this past Winter OR show and had a fantastic and insightful time. It's incredible the quality of clothes and outdoor gear these companies are developing, and I'm bursting with excitement to share with you what I see during this next week.

Here are just a couple of the companies I'm particularly amped up to check out...

Osprey

Yet another company that dazzled me at the winter show. They are introducing a new line of travel packs and luggage this fall which I got to look at up close last January. The luggage was solid and stylish, make sure to keep an eye out for these packs on their website and in stores. I am sure they will have something "wow" up their sleeve at the show this week.

