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June 21, 2013

Osprey Athletes Flock to Cortez for Team Summit

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

## Industry News

### Osprey Athletes Flock to Cortez for Team Summit

**Osprey Packs, Inc.**, a leader in creating top-quality, high-performance, innovative packs to comfortably and efficiently carry gear, held its first-ever Athlete Summit this May, bringing together Osprey sponsored, professional athletes from a variety of sports to inspire and build the brand.

Athletes attending the two-day meeting at Osprey headquarters in Cortez, CO included: climber Beth Rodden, mountain athlete Ben Clark, mountain biker Macky Franklin, skier Alison Gannett, climber Timmy O'Neill, adventure racer Payge McMahon, skier and climber Evan Stevens, climber Majka Burhardt, skier Sven Brunso, climber Jasmin Caton and mountain biking phenoms Jake and Nye Yackle.

"It was wonderful to gather our diverse lineup of athletes at Osprey headquarters," said Osprey's Director of Marketing Gareth Martins. "Their energy and enthusiasm was contagious. We are very lucky to have such engaged ambassadors for our brand."

Over two days, the team participated in marketing, product and sales meetings as well as brainstorming sessions to provide input and insight. The athletes took time to tour Osprey headquarters, signing posters and meeting Osprey employees throughout the warehouse and customer service departments. The group also tried their hand at bowling and Frisbee golf. Fortunately for Osprey, they all agreed to stick with their own sports.

Throughout the Athlete Summit, the team participated in an Instagram Scavenger Hunt, competing to accomplish specific tasks and documenting them on Instagram for their fans and followers. The scavenger hunt images [can be viewed here](#). Winners Macky Franklin and Payge McMahon donated their prize money to a non-profit of their choosing. Macky selected Field Institute of Taos while Payge chose Paradox Sports.

Based on the success of the inaugural Athlete Summit, Osprey plans on hosting follow up summits in the future to grow athlete relationships and support brand initiatives.

