

MAXPEDITION® PRESS KIT

FOR IMMEDIATE
RELEASE
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NEW “PREPARED CITIZEN CLASSIC” BACKPACK FOR NRAAM 2019

To celebrate our inalienable right to self-protection, Maxpedition will be introducing the limited edition “Prepared Citizen Classic” CCW-enabled backpack at the 2019 NRA Show.

A very limited quantity of only 1,500 total pieces was produced, specifically 700 pieces in Black and 200 pieces each in OD Green, Wolf Gray, Dark Blue and Dark Red.

Specially priced at \$59.99 and available in 5 colors, this backpack will be available for purchase at Maxpedition’s NRAAM 2019 booth #3232 from April 26 - 28 in Indianapolis, or online at Maxpedition.com until the edition is sold out.

ABOUT THE PACK

The “Prepared Citizen Classic” design was conceived based on the phenomenon in evolutionary biology known as mimicry, in which one organism resembles another in order to improve its odds of survival. The pack’s outward appearance, reminiscent of the most commonplace daypacks, helps its well-equipped owner take on an uninteresting and non-threatening appearance, protecting him from being scrutinized and targeted. Conversely, its purpose-built interior with options for concealed carry and ballistic protection, provides its owner with a clear tactical advantage.

The “Prepared Citizen Classic” has an overall capacity of 1360 cu. in. / 22L with a dual-side accessible, fully looped lined concealed carry compartment. It is built extra tough with the heavy-duty materials and meticulously reinforced construction that you’ve come to expect from all Maxpedition® products.

Concurrent with Maxpedition’s release, Premier Body Armor has made and will be offering a tailor-fitted Level IIIA body armor panel for the “Prepared Citizen Classic” backpack at their 2019 NRAAM Booth #116.

COMPANY BACKGROUND

Founded in 2003, Maxpedition successfully optimized the design ethos of American military-grade MOLLE gear to suit the needs of everyday life and popularized its functionality to a global audience. Often imitated but never equaled, genuine Maxpedition gear is the benchmark against which others are compared, and it is trusted by special forces operators, law enforcement officers, adventure travelers and prepared citizens around the world. In 2016, Maxpedition created the Advanced Gear Research (AGR) line and in 2018, added the Entity series, further strengthening the Maxpedition brand umbrella of tactical and everyday carry solutions. Maxpedition is a family-owned company led by its founder, Tim Tang, and is headquartered in Los Angeles, California, USA.

< MORE >

LINKS:

COLLECTION PAGE:

<https://www.maxpedition.com/pages/prepared-citizen-classic>

IMAGE DOWNLOAD:

<https://bit.ly/2HHqzIB>

PRODUCT VIDEOS:

<https://www.youtube.com/embed/3KgaACoPqsw>

SPECIFICATIONS:

- **Volume:** 1364 cu.in. / 22L
- **Overall size:** 12.5"(L) x 9"(W) x 18"(H) | 31.75 x 22.86 x 45.72 cm
- **Main compartment:** 12.5"(L) x 5.5"(W) x 18"(H) | 31.75 x 13.97 x 45.72 cm
- **Secondary compartment:** 9.75"(L) x 2.5"(W) x 9.75"(H) | 24.76 x 6.35 x 24.76 cm
- **Weight:** 1.7 lbs.

FEATURES:

- Spacious main compartment with padded bottom & rear sleeve that fits a 15" laptop
- Frontal compartment with organizer pockets and loop field for attaching accessories
- Separate CCW compartment with security lock-out strip & dual side accessible for ambidextrous draw
- Padded shoulder straps with field replaceable side release buckles
- Skin-friendly 1" seat belt webbings
- 1000D nylon fabric with Teflon® fabric protector for grime & water resistance
- Double-stitched and bartack reinforcements throughout



Wolf Gray

Black



OD Green

Dark Blue

Dark Red

Available in 5 colors



CLICK HERE TO
DOWNLOAD THE IMAGES

