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Igloo Partners with REI Outessa to Offer Women Outdoor Experiences, Inspiration and Adventures

Three summer events in California, Oregon and New Hampshire help women be their sweatiest, dirtiest, happiest selves

Katy, TX– March 1, 2017 - Igloo Products Corp. (Igloo) today announced its sponsorship of [REI Outessa](http://www.outessa.com), three immersive, three-day outdoor adventures designed to connect women with the outdoors in a supportive learning environment. Now in its second year, these women’s getaways are filled with activities and inspiration, offer access to coveted gear and products, serve up great food and wine, and create the environment for making new friends and lasting memories. Registration is now open at <http://www.outessa.com>.

Through the partnership, Igloo will give participants an opportunity to cool off, recharge and celebrate new adventures, new possibilities, and new friends with in-tent jam sessions – all while enjoying healthy frozen treats. Igloo coolers will be hitting the trails, the dining halls, and the campsites to keep drinks cold, and smiles warm.

“We believe in enabling your pursuit of happiness – whatever that may be,” said Candi Whitsel, SVP Marketing and Product for Igloo, “whether you’re practicing yoga, kayaking, or making new friends – our coolers are the perfect companion to keep your goods cool and empower your sense of adventure.”

“Last year, REI Outessa was a transformational experience for hundreds of women. We are excited that Igloo has signed on to create a collaborative atmosphere for new friends to gather. Together with Igloo, we will help women tap into an emotional and profound connection to nature in her journey to live a life outside,” said Sally Johnson, the events manager for REI who helped create the Outessa series.

More than 20 of REI Outdoor School’s top female instructors will partner with leading outdoor brands to host a full range of adventures, including hiking, trail running, mountain biking, rock climbing, trail photography, paddle boarding, kayaking, climbing, yoga, backpacking, wilderness survival training, outdoor cooking and more.

2017 REI Outessa events will be held at three breathtaking mountain playgrounds. Destinations were chosen for their inspirational alpine environments, sweeping views, pristine lake, and adventure-ready terrain with miles of trails for running, hiking and mountain biking. Each offer resort hospitality and proximity to major airports,

making travel is easy for participants. The dates and locations are:

- July 14-16: Kirkwood Mountain Resort in Kirkwood, California near South Lake Tahoe
- August 18-20: Mt. Hood Skibowl in Government Camp, Oregon and 12 miles from the Mt. Hood National Forest
- September 22-24: Waterville Valley Resort in Waterville, New Hampshire in the White Mountain National Forest

Registration is \$799 per person, which includes classes led by REI's professional guides, use of on-site gear, chef-prepared meals, wine and beer, evening entertainment, inspirational speakers, and a goodie bag packed with products and gear. Attendees will customize their weekend from start to finish. They will choose accommodations from three options and their daily schedules from more than 200 activities based on personal interests, outdoor goals and skill levels.

To learn more about the retreats and locations of the epic weekends, visit <http://www.outessa.com>.

About Igloo Coolers

Igloo Products Corp. is a Texas-based international designer, manufacturer and marketer of coolers and other outdoor products and housewares. Founded in 1947, Igloo originated the cooler category and remains today the number one cooler brand worldwide. For 70 years, the Igloo brand has been synonymous with quality, durability and innovation. Offering more than 500 different products, Igloo coolers are sold by more than 110 thousand retailer storefronts around the world. For more information, visit www.igloocoolers.com.

For additional details about REI Outessa, contact:

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