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Primus partners with Big City Mountaineers as supplier of backcountry stoves

Big City Mountaineers to receive 50 stoves and 230 canisters of fuel from Primus during two year partnership

LANDER, WYO. (August 2, 2007) – Big City Mountaineers, a non-profit outdoor mentoring and guide service for under-resourced inner city youth, will be using 50 Primus EtaPower stoves and 230 canisters of fuel donated by Primus over the next two years.

Primus will outfit all 60 Big City Mountaineers (BCM) wilderness mentoring programs each year with their fast, efficient and easy to use EtaPower multi-fuel stoves. These stoves are currently in use on BCM's weeklong Colorado, California, and Boundary Waters hiking and canoeing programs.

"As a non-profit organization, it can be challenging to outfit our program," said Greta Oberschmidt, Big City Mountaineers gear manager. "Partnering with Primus is a big step towards keeping our organization sustainable, which is essential to the teens who benefit from it."

Big City Mountaineers (BCM) outfits its program with all necessary equipment for a safe, fun, and rewarding multi-night wilderness adventure designed specifically for at-risk teens. As a result, BCM relies heavily on donated gear from companies like Primus to keep their teens supplied with quality outdoor equipment.

"We jumped at the chance to work out a partnership with Big City Mountaineers," said John Smithbaker, president of North American Gear, US importer of Primus. "These youth programs provide a fantastic opportunity for inner city kids to experience the outdoors and I'm glad we were able to help them continue this valuable service."

Primus is a Swedish innovator of multi-fuel camping stoves, lanterns, cookware and headlamps. Imported to the United States by North American Gear, Primus has been outfitting worldwide wilderness expeditions for over 100 years and continues to innovate and develop some of the finest outdoor gear available.

Partnering with various youth development organizations and mentoring programs, Big City Mountaineers strives to provide a potentially life-changing experience for under-resourced teens. This program can and does positively impact the development of personal, social, and community values in participating teens. BCM relies on 350 outdoor enthusiast volunteers to keep the program running.

For Primus media inquiries, please contact Scott Kaier with Pale Morning Media at scottk@madriver.com or 802.583.6070.

For more information on North American Gear, please visit www.nagear.com or phone 307.332.0901.

For more information on Big City Mountaineers, please contact BCM Executive Director Mark Godley at mark@bigcitymountaineers.org or 303.271.9200.

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