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Safe, durable and efficient, Primus EtaPower EasyFuel named official backcountry stove for Big City Mountaineers

Primus to supply all stoves and fuel used by nationally recognized Big City Mountaineers outdoor mentoring programs

LANDER, WYO. (February 26, 2008) – Primus, Swedish manufacturer of the safe, durable, and efficient EtaPower EasyFuel (EF) stove, has been selected by Big City Mountaineers, a non-profit outdoor mentoring and guide service for under-resourced inner city youth, as the program's official backcountry stove supplier.

Possibly the safest stove in institutional use according to independent safety consulting firm Adventure Safety International and lauded by Big City Mountaineers (BCM) for its overall performance, the 2007 Backpacker Magazine Editor's Choice Award-winning Primus EtaPower EF will be standard equipment for every BCM overnight wilderness mentoring program starting in Spring 2008.

"Primus stoves have proven to be the most reliable, durable, and efficient of a wide range of backcountry stoves that BCM has used," said Hillary Harding, promotions manager for BCM. "We're so happy with the performance of the EtaPower EF, we've quit using all other stove brands and made Primus the official stove supplier for 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. Primus began supplying stoves and fuel to BCM on a partnership basis during the 2007 season.

"The partnership we worked out with Big City Mountaineers last summer was a great opportunity for Primus," said John Smithbaker, president of North American Gear, North American importer of Primus. "We're very excited that BCM had such a positive experience with our stoves and has chosen to make Primus the program's official backcountry stove."

Primus is a Swedish innovator of multi-fuel and hyper-efficient camp 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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