



Media Alert

Columbia Sportswear to Open First-Ever Branded Store on Magnificent Mile

Company Brings Greater Outdoors to Chicago at new Michigan Avenue Location; Weekend Activities Include Live Music and Giveaway Prizes

WHAT: Portland, Ore.-based Columbia Sportswear will open its first-ever Chicago branded store on Friday, March 12, on Chicago's Magnificent Mile. The new 11,000 square foot store will feature Columbia's brand of active outdoor apparel, footwear, accessories and equipment and Sorel footwear brand.

Weekend kick-off activities will include live music and giveaway prizes and will showcase the company's newest technologies and products. Columbia will celebrate its grand opening by donating 10-percent of all weekend sales to the Active Transportation Alliance (formally Chicago Bicycle Federation).

WHERE: Columbia Sportswear
830 N. Michigan Ave., Chicago, IL 60611 (Michigan & Pearson)

WHEN: Grand Opening Event: Friday, March 12, 9:00 a.m.

STORE

GIVEAWAYS: Friday, 9am – Mobex backpacks to the first 50 people to enter the store
Friday, 11 am – \$1000 gift card raffle (enter to win in-store 9am-11am)
Friday 12-1 pm – WTMX's Eric & Kathy announce winner of \$2500 Columbia-WTMX Arizona Vacation-Apparel Package
Fri-Sat-Sunday – \$500 gift card raffles (enter in-store each day)

IN-STORE

LIVE MUSIC: Friday, 8:30-9:00 am – Lincoln Park High School Marching Band
Friday, 5:30-6:30pm – David Vandervelde www.davidvandervelde.com
Saturday, 3pm – Death Ships www.deathships.com/site
Saturday, 4 pm – Canasta www.canastamusic.com
Saturday, 5pm – Majors Junction www.majorsjunction.com
Sat-Sunday – DJ "Al James the Unfazed" performs in-store
Fri-Sunday – Chicago-Area street musicians perform along N. Michigan Ave.
Saturday, noon – Columbia and the Oak Park River Forest Marching Band perform in Chicago's St. Patrick's Day Parade

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