



Eagle Creek Partners With Photographer Ben Christensen For Digital Campaign

Building deeper connections between brand and consumer.

San Diego, Ca. (April 1, 2016) – Eagle Creek has entered a strategic partnership with photographer Ben Christensen to promote the new EC Lync™ Limited Edition. Targeting the next generation of explorers, the comprehensive, multi-channeled digital campaign is designed to highlight the lifestyle of the brand, while also playing to the versatility, style and durability of Eagle Creek’s first Limited Edition bag.

“Travel is a very image-driven category,” said Jessica Dodson, Brand Marketing Manager at Eagle Creek. “People connect with images of places they’ve been or want to go to. We’re working with Ben because not only does he love the brand, but because his travel lifestyle photography inspires us. He connects with the adventurous spirit that lives within each of us, and lives at the intersection of urban and outdoor, which is exactly where EC Lync Limited Edition also resides.”

The story-driven campaign includes multiple photo journals, homepage and website visuals, social media giveaways, gift with purchase, and email campaign.

Social Media Giveaway Rules:

From April 1 until May 1, 2016, post a travel pic and tag [@eaglecreek](#). Use hashtags [#CarryAdventure](#) and [#Contest](#) for a chance to win an [EC Lync™ Carry On Limited Edition suitcase](#). Winners selected by 5/7/16.

Links:

EC Lync Limited Edition Product Video: youtube.com/watch?v=lwwNKi_6wmQ

Eagle Creek site: http://shop.eaglecreek.com/ec-lync-carryon-limited-edition-2016/d/1532_cl_1717

Eagle Creek Facebook: facebook.com/EagleCreekGear

Eagle Creek Twitter: [@eaglecreekgear](https://twitter.com/eaglecreekgear)

Eagle Creek Instagram: [@eaglecreekgear](https://instagram.com/eaglecreekgear)

Ben Christensen Instagram: [@_benchristensen](https://instagram.com/_benchristensen)

ABOUT EAGLE CREEK

Eagle Creek is a leading travel outfitter, providing smart, innovative and durable luggage, travel bags, and accessories since 1975. Through the years they have fine-tuned the best way to design and build gear for diverse travel needs. With their end goal to enhance any travel experience, they offer a Travel System of products, which includes a wide selection of luggage, packing organizers, accessories, and day bags. Building smart and dependable gear, Eagle Creek backs all their products with industry-leading warranties so that travelers can stay focused on new discoveries knowing their gear is built for the road. For more information, visit eaglecreek.com

PRESS CONTACT:

Alli Noland

Terra PR

307-733-8777

allin@terrapublicrelations.com