



Eagle Creek Rolls Out Pack-2-School Campaign

San Diego, Ca. (August 9, 2016) – Creating connections to reach new markets and grow existing channels, Eagle Creek is rolling out a Pack-2-School campaign for Fall 2016.

Focusing on college age students, the campaign seeks to expand market penetration by relating to the experiences of millennial consumers. The Pack-2-School campaign will micro-target students who encompass the Eagle Creek brand ethos of travel, delivering content specifically to connect with students going out of state for school or studying abroad. The month-long campaign will leverage dedicated blog content, social media and other outreach channels for maximum reach and engagement.

With a variety of new backpacks recently added to Eagle Creek's line of product, students have even more options for whatever they're looking for, whether that's hyper organization or super versatility. All Eagle Creek bags are built for today's ever-connected life, with complete laptop and electronic solutions.

Throughout September, a weekly backpack giveaway on Facebook will offer continuing incentive for sharing and engaging, as well as updated information.

Links:

Eagle Creek: www.eaglecreek.com

Eagle Creek on Facebook: <https://www.facebook.com/EagleCreekGear>

ABOUT EAGLE CREEK

Eagle Creek is a leading travel outfitter, providing smart, innovative and durable luggage, travel bags and accessories. Founded in 1975, California-based Eagle Creek invented the adventure travel gear category, introduced the industry's first convertible backpack on wheels, established the first complete travel solution system and is revolutionizing the way travelers pack with its Pack-It™ Folders, Cubes, Sacs and Toiletry Kits. Visit eaglecreek.com for more information.

PRESS CONTACT:

Alli Noland

Terra PR

307-733-8777

allin@terrapublicrelations.com