



Eagle Creek Hires The Bodhi Agency For the Midwest Territory

San Diego, Ca. (March 2, 2017) – [Eagle Creek](#) announces a new partnership with the Bodhi Agency as representatives for the MidWest and Great Lakes sales territory, effective immediately.

Managing a large key territory for Eagle Creek, The Bodhi Agency will leverage their collective 35+ years in the outdoor and travel industries to increase the Eagle Creek brand presence. The Bodhi Agency includes Erik Schmitter, Crystal Neeley, Steve Schultz and Matt Johnston, who will cover the Midwest and Great Lakes territories, including IL, WI, MN, ND, SD, MO, IA, IN, MI, OH, and KY. They also represent complimentary brands prAna, Eureka, Jetboil, Silva, Hydrapak, Fits, and Blunt.

“We are excited to have Matt and his team join the Eagle Creek family,” noted Jeff Sermak, Sales Manager for North America at Eagle Creek. “The Bodhi Agency brings a wealth of experience in both the outdoor and adventure travel categories, and their focus will be on strengthening our core businesses, as well as seeking out new opportunities across their territory.”

"All of us at Bodhi have been fans of Eagle Creek and longtime users of their luggage and Pack-It accessories. With the mindful Outdoor brands we currently represent, incorporating travel with Eagle Creek was a natural fit. We are excited to be partners and are looking forward to sharing the brand," said Matt Johnston, Principle at Bodhi Agency.

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

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