



Eagle Creek Rewrites the Rules of Travel

Adventure Travel Purists Eagle Creek to the Masses: *Find Your Unknown!*

San Diego, Ca. (January 22, 2018) – For more than 40 years, Eagle Creek has connected travelers with new cultures, places and experiences. Today, Eagle Creek proudly announces the *Find Your Unknown* campaign and mobile tour, a global movement designed to break people out of stale habits, mindsets and routines and to explore the world – whether that’s a nearby trail or a far-flung destination.

“We’re all about removing barriers – between you and others, you and your gear, and you and the world.” Roger Spatz, President, Eagle Creek

Eagle Creek is an invitation to step outside your daily regimen. From mountain valleys to city streets, the renowned travel brand made its name equipping travelers with the tools and products they need to explore. *Find Your Unknown* is a nod to that heritage, with a contemporary call to action to **reject fear, uncertainty, barriers and bans** and to embrace the people, places and unknown experiences only travel brings.

**"Travel is about the gorgeous feeling of teetering in the unknown."
Gaby Basora**

Eagle Creek products are the gateway to outdoor travel and adventure – wherever that may take you. Eagle Creek’s popular Travel Hub, www.eaglecreek.com/blog, serves up valuable information on where to go, what to do, how and what to pack, and how to travel safely – everything that today’s diverse traveler needs.

“Travel is the only thing you buy that makes you richer.” – Anonymous

The *Find Your Unknown* brand campaign will activate across multiple platforms, including digital media, social media, blogs, eaglecreek.com, retail and through a mobile community tour launching in March 2018.

“Two roads diverged in a wood, and I — I took the one less traveled by, and that has made all the difference.” Robert Frost

Travel awakens something in those willing to explore beyond daily boundaries. By experiencing the unknown, we learn even more about ourselves, each other, and the natural world.

“Travel is fatal to prejudice, bigotry and narrow-mindedness.” Mark Twain

ABOUT EAGLE CREEK

Eagle Creek is the original inspirator of getting outside – outside the familiar and the well-worn paths. We inspire journeys that lead us outside our comfort zone toward new levels of understanding, growth and connection. We exist to serve all generations of travelers, backpackers, jet-setters, and weekend nomads looking for something deeper, something greater. This insight informs the products we make, the places we touch, and the people we meet to unlock new perspectives in our shared explorations of life. Eagle Creek. Find your unknown.

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