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News Release

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MSR Gears Up for the 2011-12 Banff Mountain Film Festival World Tour

Seattle, U.S.A. – [MSR](http://www.msr.com) (Mountain Safety Research), the Seattle-based manufacturer of standard-setting, high-performance outdoor equipment, is proud to announce its sponsorship of the [Banff Mountain Film and Book Festival](#) and [North American Film Tour](#) for the ninth year running.

The 2011-12 Festival takes place at the Banff Centre in Alberta, Canada at the end of October 2011. The 300-plus films curated by the jury of the Banff Mountain Film Festival take viewers to far-flung corners of the globe and to the limits of human endurance. Using creative storytelling and cutting-edge cinematography, the films remind viewers why adventure is an essential part of the human experience. The North American Film Tour takes those films on the road immediately after the festival, visiting cities throughout the U.S. and Canada in 2011 and 2012. The tour screenings are hosted by outdoor retailers and academic, outdoor and cultural organizations, 60% of which use ticket proceeds to support community fundraising initiatives for youth, outdoor or conservation programs.

“As outdoor enthusiasts, we love the festival for the inspirational, adventurous, humorous and thought-provoking films,” said Jim Boswell, Division Marketing Director for Cooking and Water Treatment at MSR. “We also have a lot of fun spotting our products in the films—from the glow of an MSR Reactor Stove to an MSR tent providing shelter in a storm—it’s rewarding to see our products helping foster outdoor adventures.”



MSR will be giving away a new MSR® MicroRocket™ stove to one door prize winner at every screening on the North American Tour. The new MSR MicroRocket stove is small and light but makes no compromise when it comes to cooking. Packing exceptionally small, this stove fits into an [MSR Insulated Mug](#), boils a liter of water in approximately three-and-a-half minutes, and is fifteen percent lighter than the popular [MSR PocketRocket™](#) stove. Extra-stout folding pot supports deliver stability, while a three-section WindClip™ burner head maintains a robust, wind-resistant flame. The MicroRocket stove also

comes with a convenient, hand-held Piezo igniter designed specifically for the stove. The new stove will be available at retail worldwide in 2012.

MSR will also host a product display table at several screenings throughout the U.S. and Canada, including the always-sold-out three-night screening in its hometown of Seattle, Washington at [The Mountaineers](#) Program Center. Tour updates and additional contests will also be available at www.facebook.com/msrgear and on Twitter [@MSRGear](#).

About MSR (Mountain Safety Research)

Seattle-based MSR has been engineering standard-setting high-performance outdoor equipment since 1969. A commitment to quality manufacturing and innovation ensures customers are outfitted with the finest, most reliable gear available for outdoor adventures. MSR® product lines include; stoves, fuel, cookware, water treatment and hydration systems, shelters, snowshoes and all-season trekking poles. The majority of MSR products are made in the company's Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information, visit www.msrgear.com.

About the Banff Mountain Film and Book Festival

The 36th annual Banff Mountain Film and Book Festival is presented by National Geographic, The North Face, Parks Canada, and Redwood Creek; sponsored by Deuter, OR (Outdoor Research), Central Asia Institute, PrimaLoft, Tom's of Maine, Therma-Rest; with the support of MSR (Mountain Safety Research), Fernie Alpine Resort, Petzl, World Expeditions, Kicking Horse Coffee Company, Mountain Equipment Co-op, Canadian Broadcasting Corporation, the Calgary Herald, and the Alberta Foundation for the Arts.

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