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## News Release

Release Date: January 22, 2009

### New MSR® Youth Snowshoes Introduced

#### *MSR Shift™ snowshoes deliver grown-up performance for adventurers ages 7 to 12*

**Seattle, U.S.A.** – Cascade Designs, Inc., the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, today announced the 2009 winter season release of the MSR Shift snowshoes for youth. A superior-traction snowshoe engineered for fast-growing snowshoers ages 7 to 12, the MSR Shift snowshoes are the perfect choice for active families that consider the winter backcountry their playground.



Modeled after the award-winning MSR Denali Evo™ adult snowshoes, the new Shift snowshoes deliver the same unmatched traction, durability and all-condition performance of MSR adult snowshoes in a youth-sized package. The Shift snowshoes feature a rugged, injection-molded Flight™ deck with a tapered tip and tail for easy, natural walking. Steel traction blades, aluminum crampons and molded underfoot bars provide secure footing on any slope or angle. Three-strap FlexLite™ bindings are easily adjustable with gloved hands, completely freeze-proof and accommodate rapidly changing shoe sizes (children's U.S. size 6 thru men's U.S. size 8). The Shift snowshoes are built to stand-up to pre-teen use and abuse, with hand-me-down durability that makes them an exceptional value for years to come.

“Why sacrifice performance if you want your kids to enjoy the outdoors as much as you do,” said Chris Parkhurst, MSR Brand Manager. “We recognized the need for a high-performance youth snowshoe that offers the same quality and reliability of our adult models. The new Shift snowshoes will allow families to explore the winter backcountry together, regardless of terrain. Now that the playing field is even, the only challenge will be whether parents can keep up with their kids!”

The new MSR Shift snowshoes are 19.5 inches long and 7 inches wide (49.5 cm x 17.8 cm), weigh 2-pounds, 7-ounces (1105 g) and are designed for children ages 7 to 12 years and weighing up to 125-pounds (56.7 kgs). The snowshoes are made in Seattle, U.S.A., will be available in two colors. They will be in stores July 2009 retailing for \$89.95 USD.

## **About the MSR® (Mountain Safety Research) Brand**

*Cascade Designs, Inc. engineers the MSR brand of standard-setting, high-performance outdoor equipment. A commitment to quality manufacturing and innovation ensures customers are outfitted with the finest, most reliable gear available for outdoor adventures. MSR brand product lines include stoves, fuel, cookware, water treatment, hydration, shelter, snowshoes and camp towels, the majority of which are made in the Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information, visit [www.msrgear.com](http://www.msrgear.com).*

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