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THERMA-REST®

News Release

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Therm-a-Rest Celebrates 40th Anniversary with the Banff Mountain Film and Book Festival

Seattle, U.S.A. – [Therm-a-Rest](http://www.thermarest.com), the Seattle-based industry leader in premium outdoor comfort, is kicking off its 40th Anniversary in 2012 by signing on as a major sponsor of the 2011-12 [Banff Mountain Film and Book Festival](http://www.banffmountainfilm.com) and [North American Film Tour](http://www.northamericanfilm.com).

Created thirty-six years ago, the Banff Mountain Film and Book Festival in Alberta, Canada has become the premier event of its kind in the world. The Festival showcases the world's best films, books and photographs on mountain subjects—climbing, culture, environment, exploration and adventure, wildlife and natural history, and sport—and attracts the biggest names in mountaineering, adventure filmmaking and extreme sports. The 2011 Festival runs October 29 through November 6, 2011, and the 350-date North American Film Tour commences on November 12, 2011 running through October 15, 2012.



“The Banff Mountain Film and Book Festival is such an iconic event in the outdoor community,” said Mona West, Division Marketing Director for Therm-a-Rest. “It’s a natural fit for us to celebrate our 40th Anniversary with people that spend so many nights outdoors, coming together to get inspired by the spirit of adventure.”



In 1972, after being awarded a patent for the world's first self-inflating mattress, Therm-a-Rest began production in the Seattle, U.S.A. factory. The new mattress provided the fuel of a good night's sleep to outdoor adventurers through warmth and comfort. Forty years later, with over forty product awards and an astonishing fifteen million mattresses in the field, Therm-a-Rest remains the worldwide market leader in outdoor sleeping comfort. A continued commitment to

providing inventive, long-lasting and reliable products has driven the expansion of the line into closed-cell foam mattresses, sleep systems, seating solutions and most recently, the award-winning NeoAir™

mattress design. Therm-a-Rest manufactures all of their mattresses in their Seattle, U.S.A. headquarters and Cork, Ireland factory for distribution worldwide.

In celebration of the Therm-a-Rest 40th Anniversary and the Banff Mountain Film Festival North American tour, Therm-a-Rest is giving away one 40th Anniversary Limited Edition mattress to a lucky winner at each screening. This limited edition mattress is retro-branded with the 1972 logo—originally hand-drawn by company co-founder, current Chairman of the Board and Chief Product Tester, John Burroughs—and features the now-famous original yellow color. The mattress bridges the past and the future by featuring an exclusive cutting-edge, lighter-density foam, resulting in the most comfortable, thickest and warmest self-inflating mattress in the Fast & Light[®] category. The individually serial-numbered mattresses also feature a glow-in-the-dark valve and a new soft-grip bottom fabric to prevent slipping on the tent floor. The mattress, which is also available as a Women's model, will be sold in limited quantities in 2012.

Therm-a-Rest will also host a product display table at the festival in Banff and at a number of screenings on the tour. Attendees can see the newest Therm-a-Rest gear, talk with a representative and enter to win additional prizes. Details and updates will be available on the Therm-a-Rest [Facebook page](#) and [Twitter feed](#).

About Therm-a-Rest

Seattle-based Therm-a-Rest has been the market leader in premium outdoor comfort since its invention of the world's first self-inflating mattress in 1972. A commitment to providing inventive, long-lasting and reliable products has driven the expansion of the line into closed-cell foam mattresses, air mattresses, sleep systems and seating solutions that reinvent the way people sleep outside. All Therm-a-Rest[®] mattresses are made in the Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information, visit www.thermarest.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, Therm-a-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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