



# COLUMBIA SPORTSWEAR COMPANY

## Employee Store at prAna

We are thrilled to introduce our new **Columbia Sportswear Employee Store at prAna** located in Carlsbad, CA. The store is by invitation only and can be accessed by Columbia Sportswear employees, their friends & family and invited organizations in the community. Guests enjoy a unique shopping experience where they will find current season outdoor apparel, footwear and equipment from our entire brand family at 30-60% off.

As a way to help advance active and outdoor lifestyles in our community we are excited to invite local organizations to participate in our Community Discount Program and start receiving exclusive invitations to visit our private store.

### WHAT TO EXPECT

- Beautiful 10,000 square foot retail store featuring Columbia, prAna, Mountain Hardwear, SOREL.
- Current season merchandise at Employee Pricing (approximately 30-60% off)
- Organizations receive invitations throughout the year.
- 1 & 3 week invitations available (based on proof of affiliation status).
- Invitations are emailed in PDF format and contain a unique barcode.
- Members must present the invitation at check-in. Invitations are not transferable.
- Invitations can be printed or shown on mobile device.
- Members can bring up to 4 guests with them when visiting the store.
- Support from our marketing team at health and wellness events.

**CONTACT: Louise Fox | Marketing Specialist | lfox@columbia.com | 650.714.3248**