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College Outside adds premier brand to lineup

College Outside, the primary collegiate sales channel for the outdoor industry, now partners with La Sportiva. The prominent climbing shoe company joins 40 existing brands that make gear accessible to university groups at wholesale prices.

“We are excited to work with College Outside to streamline our institutional business and increase our exposure to the collegiate audience across the US,” says La Sportiva President Jonathan Lantz. “These consumers are the future of our outdoor economy and College Outside allows us to reach them in the most efficient manner possible.”

College Outside’s members-only ecommerce platform reaches 250 university partners with over \$1 million in gear budgets and 250,000 rental fleet touchpoints. The company manages the sales process from quote to payment, streamlining gear purchases for student groups.

“By giving brands access to an untapped demographic, we’re impacting the next generation's buying habits and increasing participation in the outdoors,” says College Outside Founder and CEO Sarah Lockwood.

About College Outside:

College Outside is the collegiate sales channel for the outdoor industry. We provide outdoor programs with discounted gear, expert advice and access to intercollegiate events, effectively reducing barriers to entry for the next generation of outdoorspeople.