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Columbia Sportswear to Give Away Survival Bunker with Launch of the “Don’t Panic Room”

Participants can enter to win a stocked off-grid bunker, delivered to their door and equipped with Columbia gear, tools and survival essentials

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear (Nasdaq: COLM) is preparing for the worst with the launch of the “Don’t Panic Room,” a new social campaign and contest that challenges outdoor enthusiasts to prove they have the skills, ingenuity and resilience to survive. Interested participants can submit videos showcasing their survival skills for the chance to win a modified 40-foot x 8-foot off-grid bunker, stocked with loads of Columbia gear, footwear, tools and plenty of stuff needed for whatever comes next.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20261028725608/en/>

The Don’t Panic Room is a marketing campaign and contest that challenges outdoor enthusiasts to show they have the skills, ingenuity, and resilience to survive a worst-case scenario. One winner will receive a 40-foot off-grid modified shipping container delivered directly to their door and stocked with Columbia gear, tools, and survival essentials.

The campaign kicks off today with a film at columbia.com/bunker featuring Columbia CEO Tim Boyle, who calls on viewers to

prove they have what it takes to win the “Don’t Panic Room.” As the world watches wealthy tech bros building bunkers for the worst-case scenarios, the brand feels that it’s important for the rest of society to have a shot at surviving whatever Mother Nature throws at us as well.

“We’ve been making gear for bad weather and other unfortunate moments for almost 90 years,” said Tim Boyle, CEO of Columbia Sportswear. “We’ve seen it all and we figured we’d offer our fans a chance to overcome the absolute worst that can happen in the outdoors. Hopefully the winner never needs the ‘Don’t Panic Room,’ but we made sure they’ll be warm and dry if the world does go to sh*t.”

The “Don’t Panic Room” is designed to keep occupants equipped and warm during a worst-case weather scenario. The space features a bunk bed, a small kitchen and dining area, bathroom, a robotic dog named Rocky for companionship, and shelves stocked with survival gear, footwear, tools and supplies. And to arm occupants for adventures outside the bunker, a full Columbia section includes rows of canned jackets and gear to be opened in case of emergency.

Sealed in cans to withstand the test of time, jackets like Columbia’s [Terwilliger Trail Heat Seal Hooded Jacket](#) are ready to be opened when the weather takes a turn for the worst. When the need arises, occupants can simply pop open the cans to take advantage of Omni-

Heat™ Infinity, Columbia's patented reflective thermal technology that was inspired by emergency blankets, to stay warm. The bunker is also stocked with several pairs of Columbia footwear, including the [Tellurix Titanium OutDry Mid](#), a technical waterproof shoe designed to tackle the most unexpected conditions.

The modified shipping container will be delivered directly to the winner, and entries will be accepted through November 24, 2026 via Instagram or by visiting columbia.com/bunker.

"The 'Don't Panic Room' marks the next chapter in our Engineered for Whatever platform and is another unique way to show how our gear performs when conditions get especially tough. In this case, REALLY tough," said Matt Sutton, Head of Marketing at Columbia Sportswear. "As we all watch tech people building bunkers to hide from their own tech, we want to reward the real survivalists and outdoors people who appreciate what Mother Nature has to offer."

Media can access stills and video assets [HERE](#).

Don't Panic Room Contest Abbreviated Rules:

NO PURCHASE NECESSARY. Open only to legal residents of the 48 contiguous US/DC, 18 years of age (19 in AL/NE) and older. Void in AK, HI & where prohibited by law. Contest Entry Period starts at 12:00 p.m. ET on 10/28/26 and ends at 11:59 p.m. ET on 11/24/26. Prize is a 40'x8' modified shipping container, which winner will need to receive and maintain, and \$35,000. Subject to Official Rules, including important descriptions of the prize and requirements to receive it, how to enter, judging criteria, and restrictions, see <http://www.DontPanicRoom.com/rules>. Sponsor: Columbia Sportswear Company, 14375 NW Science Park Drive, Portland, OR 97229.

About Columbia Sportswear:

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories, and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's innovative spirit and passion for the outdoors into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at: www.columbia.com.

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