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Columbia Partners with Zac Brown's Camp Southern Ground to Get More Youth Outdoors

Portion of all May 11 sales on Columbia.com will support Zac Brown's new camp in Georgia

PORTLAND, Ore.--(BUSINESS WIRE)-- As part of an ongoing partnership between Columbia and Zac Brown's Camp Southern Ground, Columbia is donating 10% of all U.S. online sales at Columbia.com on May 11, 2015. Columbia has pledged up to \$75,000 for the one-day promotion. Opening this June, Camp Southern Ground will provide outdoor experiences to help children to overcome academic, social and emotional difficulties.

Columbia supports organizations such as Camp Southern Ground that help give young people rich outdoor experiences. This promotion is the latest phase of a partnership which includes a retail store donation drive and a Columbia product donation for staff and attendees of Camp Southern Ground. Zac Brown has been personally involved in the design and the construction of the camp, which is located in his home state of Georgia.

"When I first heard that the Camp was talking to Columbia, I personally wanted to get involved in the discussions since I have been a fan of the brand for years," said Zac Brown. "I have used Columbia products out camping and fishing for years and I am pleased to offer our camp attendees solid quality product that is authentic to Camp Southern Ground and to me."

"Camp Southern Ground's core mission and program fall right in line with Columbia's DNA," said Global Community Relations manager Scott Welch. "Zac himself knows the importance of an outdoor experience from his own childhood and we are excited to help him fulfill his vision of a camp that gives children of all abilities a chance to experience the outdoors."

Camp Southern Ground will accept students with and without disabilities from ages 7 through 17 from all 50 states. Camp Southern Ground is scheduled to open its doors to students beginning in June, 2015. For more information on the camp, go to <http://www.campsouthernground.org/>.

Depending on consumers' response to this initiative, Columbia has pledged a maximum donation of \$75,000 and a minimum guarantee of \$40,000 to help build a transformative experience for all the young people who attend Camp Southern Ground.

About Columbia:

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 passion for the outdoors, and an innovative spirit 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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