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Columbia Sportswear and Dude Perfect Announce Multi-Season Partnership

Trick shot extraordinaires showcase Columbia's Omni-Heat Infinity technology this winter

PORTLAND, Ore. -- Columbia Sportswear is proud to announce a partnership with leading sports and entertainment group Dude Perfect. Known for specializing in the impossible, Dude Perfect is joining forces with Columbia to celebrate the outdoors and encourage people to get outside.

For "The Dudes," adventure calls anytime and anywhere, so they need to be prepared for a variety of environments at a moment's notice. When they aren't practicing their trick shots and breaking world records, you can find them outside where they enjoy fishing, camping, hiking, and skiing. This winter, they'll turn to Columbia's proprietary thermal reflective warmth technology, Omni-Heat™ Infinity, to keep them comfortable and protected. Dude Perfect will partner with Columbia on a series of epic adventures that put the product to the test and are sure to surprise and delight their legions of fans.



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Columbia and Dude Perfect will collaborate on several stunts and stories this fall and spring, focusing on making the most of the outdoors and inspiring others to do the same. Fans will find new content across both brands' YouTube and social channels, and will be kicking off the partnership with an entertaining segment on ABC's "Jimmy Kimmel Live!" that will air on

September 28, 2022.

“At Columbia we take our gear seriously, but we don’t necessarily take ourselves too seriously,” says Pri Shumate, Chief Marketing Officer at Columbia Sportswear. “Our partnership with Dude Perfect is an extension of our unabashed love of the outdoors and we’re thrilled to be creating hilarious, inspiring content for all the outdoor enthusiasts and sports fanatics out there.”

“We’ve been relying on Columbia’s gear to keep us warm for years, and we’re extremely excited to partner with them as we build some amazing new stories over the next few seasons,” says Tyler Toney of Dude Perfect. “Our fans around the world know how much we love going on epic adventures outside in the elements, and we can’t wait to push the boundaries with their latest technologies.”

To kick things off, look out for the Dudes on “Jimmy Kimmel Live!” airing on Wednesday, September 28, 2022. And make sure to follow Columbia Sportswear at [@Columbia1938](#) to see where the Dudes are headed next.

For more details about the partnership, please visit [this link](#).

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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 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.

About Dude Perfect

Dude Perfect is the leading sports and entertainment group in the world, amassing over 58 million YouTube subscribers and nearly 16 billion YouTube views since launching their channel 13 years ago as roommates in college at Texas A&M University. Pioneers of “sports adjacency” content, Dude Perfect, is known for specializing in the impossible with their hundreds of trick shots, “Stereotypes” and “Overtime” content franchises on YouTube, “Bucket List” travel series, their sold-out national arena live tour and content creation with some of the world’s most famous athletes and celebrities. The group is comprised of Tyler Toney, twin brothers Cory and Coby Cotton, Cody Jones and Garrett Hilbert.