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Madhappy Partners with Columbia Sportswear on a Collection Centered Around the Outdoors & Mental Health

The latest installment of Madhappy Outdoors features collaborative products & accessories created with Columbia Sportswear.

LOS ANGELES, CA — Madhappy introduces its Summer '22 Outdoors Collection in partnership with Columbia Sportswear at 9am PT on July 19. First launched in 2021, the outdoors collection is an apparel franchise that brings awareness to the connection between spending time outdoors and improving our mental health.

The collection features a wide variety of styles and silhouettes that incorporate Columbia's innovative outdoor technology. Key products include:



The Bugaboo Jacket: A 3-in-1 Interchange shell-and-liner combo with multifunctional comfort that features a wind and water-resistant outer shell and a lightweight MTR Fleece Liner. First introduced in 1986, The Bugaboo has paved the way for decades of outdoor use.

The Riptide Wind Jacket A versatile & packable garment built from a 100% recycled nylon ripstop body and 100% nylon papery metal sheen fabric accents. From the trail to the train platform, this anorak resists rain and wind. When the weather clears, compact it into the hand pocket and toss it in your bag. Featuring Columbia's Omni-Shield™ advanced repellency, a long-lasting water-and-stain-repellent technology that prevents liquids from absorbing

into the yarns.

The Riptide Short: Water-and-stain-resistant shorts crafted from 100% recycled nylon ripstop and 100% nylon papery metal sheen fabric accents, they are ready for warm-weather adventures. They feature zippered mesh hand pockets to provide ample storage, and pack easily into their button-closed pack pocket for easy transport. Built with Columbia's Omni-

Shield™ advanced repellency, these shorts are built to dry quickly.

In addition to products created in partnership with Columbia, the collection features garments across Madhappy's core styles including their Fleece Hoodie, Fleece Sweatpant, Fleece Short, and Heavy Jersey Tees. In keeping with the overarching concept of the collection and the mission of Madhappy, pieces feature a variety of phrases that speak to the connection between the outdoors and mental wellness including: "A Place That's Everywhere," "Outside In," "Find Peace in Nature, and "Find Balance in Nature."

Several trusted organizations from the [American Psychological Association](#) to the [National Library of Medicine](#) have published recent studies on the positive role that the outdoors plays in improving mental health, and it remains an important topic of exploration.

"Amongst the constant noise of the internet, social media & societal conversation — the outdoors serves as a place of solace for all of humankind," says Madhappy Co-Founder Mason Spector. "It's one of the only things in this life that unites every individual living thing. We all share the same outside. It's the most inclusive and accessible entity that we have. While the creation of nature and its creatures are unknown, there's a connectivity that exists between all living things that's inherent & undeniable. The outdoors preceded us as humans, and will ultimately succeed us. That idea alone cements the power of the outdoors."

"Our mission is focused on unlocking the outdoors for everyone, and we feel strongly that spending more time in nature can provide incredible benefits," says Joe Boyle, Columbia Brand President. "This inspirational collaboration with Madhappy helps to celebrate that spirit and we hope it draws more people to the outdoors where they can thrive."

On the significance of an outdoors collaboration with Columbia, Madhappy Co-Founder Noah Raf says, "We are proud to partner with Columbia to bring our Madhappy Outdoors collection to life. They've been leaders in the space since the 1930s, and their impact on the outdoor industry has been nothing short of profound. After months of collaboration, we are excited to finally share our work with the world. We hope it inspires people to get outside & harness all of the positive benefits it has to offer."

Madhappy for Columbia Sportswear: Summer '22 Outdoors Collection will be available exclusively on Instagram on Tuesday, July 19th at 12PM ET.

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About Madhappy

Madhappy is a global lifestyle brand on a mission to make the world a more optimistic place. Built to bridge the gap between impact and culture, Madhappy creates timeless products, content and experiences that spark positivity and drive conversation around mental health. Through unique collaborations, immersive retail experiences and large-scale digital campaigns, Madhappy has grown into a storytelling platform. As the brand has expanded their community and global reach, they have launched many mental health resources for their supporters including The Local Optimist, their in-house content publication, and The Madhappy Podcast, featuring conversations with celebrities on mental health. In a few short years, Madhappy has successfully ignited a cultural movement around optimism and inclusivity, reshaping the narrative around what a brand can be. To learn more, please visit

the company's website at www.madhappy.com.

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 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.