



CHAOS

PRESS RELEASE

Beth Cochran
cochran@whatsuppr.com
406.579.7909

CHAOS Heads into the Season with a Full Line Up of Events

Regional events nationwide continue to build new inroads in the brand's growth

Steamboat Springs, Co November 19, 2009 This season sales are up for Chaos. Nationwide grassroots programs prove to be a large part of the solution. With a spokesperson, a core snow team and eleven event programs Chaos Headwear is positioned for more distribution.

Chris Anthony is the official headwear spokesperson, with over 60 events for Warren Miller Films, he hosts world-wide extreme ski terrain trips, and leading the Youth Marketing Initiative LLC for programs seeking financial assistance and exposure. The Chaos snow team includes five members: Jeff Cormack-Snowboard, Davis Johnson-Snowboard, Chloe Banning-Snowboard, Colin Spencer- Snowboard, Suzanne Graham-Big Mountain Freeskiier and Base jumper- with personal team hats. <http://www.chaosheadwear.com>

The eleven events nationwide allow the brand to be invested locally, building deeper retail relations regionally. The events focus on all snow sports including, downhill skiing, snowboarding, snow camps for kids, film festivals, telemark and nordic. Partnerships are far reaching and also contribute to Iraq and Afghanistan veteran ski programs, and a year-round outreach group that teaches outdoor sports to kids with less advantages. Below are all the programs in detail.

EVENTS

-SOS Outreach

SOS engages youth through outdoor adventure education programs. By using outdoor sports like snowboarding and rock climbing as a hook, the organization pairs students with adult mentors who guide participants through a core value-based curriculum. sosoutreach.org

-Vail Valley Foundation - Birds of Prey and the American Ski Classic

While the impact of the events VVF brings to the Vail Valley is phenomenal, the most memorable work they do is in supporting literacy programs and higher education [scholarships](#).

The Birds of Prey - Men's World Cup Downhill, in Vail December 4-7, 2009 launches the season of the worlds best skiing leading up to the Winter Olympics 2010.

The American Ski Classic- brings skiing legends, sports, entertainment and fundraising to the sunny slopes of Vail each March. vf.org

- Windell Camp

Chaos is the official beanie for Windell's for the fifth year. Windell's is the premier training ground camp for the world's best athletes in snowboarding, freeskiing, skateboard and BMX. Windell.com

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-Teton Gravity Research

TGR is the premier action sports entertainment and production house for intense winter skiing and snowboarding. Chaos headwear has partnered with TGR films as the official Headwear sponsor for five years running. Chaos has partnered for 15 film venues in nationwide mountain and college towns. tetongravity.com

- Mountain Dew Vertical Challenge

As the official “Mountain Dew Vertical Challenge” staff beanie for over 30 east coast events on snow this winter. Log on to MDVC for the list of local events. mountaindew.com

- US TeleMark World Cup

USTSA is a non-profit organization with a mission to promote Telemark skiing through educational clinics and sanctioned racing competitions. Chaos is the official World Cup headwear sponsor for 2010. ustsa.org

- Nordic Nationals Championships

CHAOS Headwear and the US Cross Country Championships announce their team sponsorship as a special headwear supplier for this race series. One hundred and eight Staff and participants will be given a Chaos collectors hat for this years championship. ussadistancenationals.org

- Vail Veterans Program

The mission of the Vail Veterans Program is to provide recent United States military service men and women who have been severely injured while serving our country in Iraq and Afghanistan the opportunity to enjoy outdoor activities in the Vail Valley with their families. vailveteransprogram.com

- Cold Smoke Awards

The Cold Smoke Awards is a unique grassroots winter film series in the Rockies Mountains. The event brings together the wacky winter outdoor community in an expose’ of various media works and celebrations to core winter resort towns. Coldsmokeawards.com

- SynchroSki Carving Championships

Formally know as the Powder 8 New England Championships. SSCC is the first and foremost event in partnered synchronized carving. The event is in its 7th year in Vermont and features the best technical skiers in the East. synchroski.com

To learn more about Chaos Headwear, our products and programs, log on to www.chaoshats.com

*Chaos’ is quality, responsiveness and a vast array of headgear possibilities. The Brand is owned by Do-Gree fashions, a Mill locally owned and operated—with three generations of experience. Do-Gree Fashions in Montreal, Canada is able to respond quickly to both customer requests, as well as fast-paced market trends, both of which translate to unparalleled service. Designs from both CHAOS and sister brand MOON SHADOW vary from winter to four-season, urban to alpine, casual to high-end alpaca, all of which supply the men’s, women’s and youth markets. Materials include: merino wool, mohair, acrylic blends, cottons, angora, fleece, and technical fabrics from the **New CTR-Chaos Thermal Regulation, Fits ALL 4X®**, Polartec®, Dri-Release®, WindBloc® Thermolite® and Outlast®.*

www.ChaosHats.com

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