



# CHAOS

## PRESS RELEASE

Beth Cochran  
cochran@whatsuppr.com  
406.579.7909

Chaos Selected as SIA Demo Day Official Headwear  
Winter Snow Sport Show in Denver, CO.  
February 1st and 2nd, 2010

SIA Booth # 1246

Steamboat Springs, CO- January 5th, 2010. Chaos Headwear was honorably selected as the SIA On Snow Demo headwear for 900 attending retailers and staff. The hat program is a part of the grand launch for the first on snow demo in more than a decade. The hats are included in packed information bags and sample kits for participants. 2010 marks the first time in 37 years that the show has been held anywhere but Las Vegas, Nevada.

*featured image: Tokyo hat*



The SIA trade show has moved its traditional location in Las Vegas, NV to the Mile-High city in Denver, Co. Immediately following the show days of January 27<sup>th</sup> - 31<sup>st</sup>, the industry is sponsoring the first international two day on-snow demo and Free Ride Fest from February 1-2, 2010. The move to Denver, will benefit many regional retailers, and buyers looking to try all the gear they can before their final order is due.

In partnership with the Cross Country Ski Areas Association (CCSAA) and in conjunction with the Western Winter Sports Reps Association (WWSRA) Rocky Mountain Demo, retailers can demo the latest gear and accessories for alpine, snowboard, AT, telemark, backcountry, cross country and snowshoe. There are two locations to accommodate all the testing.

### *Locations:*

*Winter Park Resort, Colorado- Alpine, Snowboard, AT, Telemark, Backcountry*  
*Devil's Thumb Ranch, Colorado- Cross Country, Snowshoe*

The alpine and snowboard portions of the On-Snow Demo/Free Ride Fest will be at Winter Park Resort with the cross-country and snowshoe at Devil's Thumb Ranch. As part of the Free Ride Fest, all registered SIA Show attendees can ski, ride and slide for free with their brand reps, retailers, industry colleagues and the media. Head up to the mountains to do what our industry does best – get some time on the snow.

### ON-SNOW HOURS

Monday, February 1                    9A – 4P  
Tuesday, February 2                   9A – 4P

Registration opens at 8A.

“We are seeing in this looming recession, a behavior, that larger accounts are spending more on accessory items and co-brand partnership in a recession...all this helps the brands make up for the short comings in outerwear and hard goods,” reflects, Gary supple-Director of US Sales in Steamboat Springs, Colorado.

*Outdoor Retailer show in Salt Lake City, booth # 30001E Jan. 21st-24th*

SIA-Snow Sport show in Denver booth # 1246. Jan. 28<sup>th</sup>-31<sup>st</sup>

**To learn more about Chaos Headwear, our products and programs, log on to [www.chaoshats.com](http://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®**, Pro-Stretch™ and Pro-Stretch plus™, Windshield®, Dri Release®.

**Event sponsorships where CTR can be found:**

- Teton Gravity Research** [tetongravity.com](http://tetongravity.com)
- Birds of Prey World Cup** [vvf.org](http://vvf.org)
- US Telemark World Cup** [ustsa.org](http://ustsa.org)
- Nordic Nationals Championships** [ussadistancenationals.org](http://ussadistancenationals.org)
- Vail Veterans Program** [vailveteransprogram.com](http://vailveteransprogram.com)
- SynchroSki Carving Championships** [synchroski.com](http://synchroski.com)
- SOS -Outreach** [SOSoutreach.org](http://SOSoutreach.org)
- Windell's Camp** [windells.com](http://windells.com)
- Mountain Dew Vertical Challenge** [mountaindewvc.com](http://mountaindewvc.com)
- Vail Valley Foundation** [vvf.org](http://vvf.org)