



FOR IMMEDIATE RELEASE

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What's UP Public Relations Agency Is Moving!

Bozeman, MT – June 3, 2010 – In order to better serve the outdoor and snow sport industry, What's UP Public Relations is excited to announce their move from Bozeman, Montana to Denver, Colorado, effective June 15th, 2010.

"Boulder and Denver are the epicenter for all things outdoor," says What's Up founder and director Beth Cochran. "There's no better place for this industry than along the Front Range."

Serving national and international clients since 1997, What's Up is a pioneer in communications and brand marketing for the outdoor industry. With expertise in customer-focused, personalized public relations, the firm has built a loyal client base of both new and established high-end specialty manufacturers in the outdoor, ski, and sport industries. In addition to public relations, Cochran's firm also offers below-the-line event planning, promotions, and athlete programs.

"What's UP has taken our Chaos brand from virtually unknown to a high-profile, growing company," says Gary Supple, US National Sales Director Chaos Headwear. "Beth is a consummate professional, and her magnetic personality and attitude keep everyone feeling good and excited about growing the brand. We look forward to many more profitable years together."

Honored with top rankings in the industry, Cochran has been a guest author for the Outdoor Retailer Journal, a Rotarian business exchange delegate, a founding member of the Children's Museum of Bozeman, and a board member of the Outdoor Industry Women's Coalition (OIWC).

Coinciding with the move, What's UP is also launched a new website. The site includes a blog and social networking features, press release listings, media center, video and references. Please visit the site at <http://whatsuppr.com/>

The What's UP schedule is filling up for this fall. Cochran will be a featured presenter at the Outdoor Industry Association (OIA) Outdoor University seminars. On September 8th 2010 she is presenting a webinar on using Feng Shui to grow specialty retail sales.

The webinar will show how applying a few basic principles of Feng Shui to store orientation and merchandising can increase sales. Using case studies, Cochran will explore the history and importance of Feng Shui in Asian businesses and highlight US manufacturers and retailers apparel industries that have already used Feng Shui successfully.

What's UP public relations clients include Chaos Headwear, Gramicci lifestyle clothing, Fabric Link Network, and Nüwa Textiles.

Chaos Headwear is a growing brand featuring one of the strongest environmental hat programs in the industry. The company recently reported surging sales for the 5th quarter in a row; new product offerings, a committed environmental collection and regional promotions have proven to be a winning combination. www.chaoshats.com

Gramicci, considered the 'soul brand' of the outdoor industry, is associated with the iconic styles of the industry, including the G-climbing pant and shorts (www.gramicci.com/mens-pants-c-63_119.html), which were introduced over 26 years ago. More recently the company has evolved into a supplier of multi-functional outdoor lifestyle apparel. www.gramicci.com

The FabricLink Network is the "one-stop shop" for textile solutions. Consisting of marketing and networking websites including FabricLink.com (trade to consumer) and TheTechnicalCenter.com (trade to trade), the company has over 150,000 site visits per month. The award-winning sites provide information about new products and marketing opportunities for specialty textiles, textile-based products and apparel services. www.fabriclink.com

Nüwa Textiles is a specialty textile manufacturer dedicated to building awareness of the social, environmental, and health implications of their products. Nüwa pays close attention to the way textiles are manufactured, distributed and used manufacturing processes and the responsible disposal of 'by products.' Nüwa Textiles is the next generation of textile manufacturer. www.nuwatextiles.com

About What's UP Public Relations:

The company mission is to provide public relations and marketing expertise to both new and established high-end specialty manufacturers and services in the Outdoor, Snow, Bike and Alternative Healing markets. The firm specializes in providing contract marketing, public relations, and promotions services that help build sales for manufacturers and sports-related services. What's UP is a full-service public relations and marketing service to fill the client's immediate and long-term initiatives and brand objectives.

For more information, please contact Beth Cochran (cochran@whatsuppr.com, 406.579.7909).

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