

Lowepro Delivers All-Season Versatility, Protection and Performance with New Photo Backpacks Built for Outdoor Adventurers

Two Distinctive Designs Offer Nod to Lowepro Brand's Outdoor Heritage

Outdoor Retailer, Salt Lake City and Petaluma, Calif. – August 5, 2015 – Lowepro, the leading maker of photography carrying solutions, today expanded its trusted offerings for outdoor photographers with the launch of **Whistler**, a four-season and alpine-inspired backpack series, and the next generation of its best-selling and active-adventure backpack, **Photo Sport II**.

“Both of these inventive, technical designs evoke memories of founder Greg Lowe and the origins of the company that he built,” said Tim Grimmer, vice president of brand and product at Lowepro. “From the adventurer who works in extremes, to the athlete who likes to go fast and light, we’ve created these bags to help outdoor photographers take and protect their gear to the ends of the earth.”

Born on the side of a mountain, the Whistler series was designed and tested by professional photographers, including Whistler shooter Paul Morrison, in the extreme conditions of the Coast Mountains of British Columbia, Canada.

“I’ve worked with Lowepro bags since I began shooting skiing over 35 years ago, and it was a Lowepro bag that helped my camera gear survive a large avalanche in 1997,” said Paul Morrison, professional photographer and Lowepro professional. “Cameras mean different things to different photographers, but I think most agree that there is an attachment to cameras that can run quite deep. Bags are the protective connections between our gear and us. That was the thinking that brought about Whistler.”

Whistler is a versatile, four-season technical backpack that comes in two sizes – 350 AW and 450 AW. Ideal for wilderness photographers and adventurers who carry an equal measure of camera, video and functional outdoor equipment, the bag’s hinged and zippered back panel offers partial or full access to photography gear, and its rigid internal structure can support attachment of skis, poles, tripods, ice axes and more. Featuring Lowepro’s ActivZone System™ harness and MaxFit™ divider system, the bag is comfortable to wear and flexible to pack. Whistler’s extra-protective build keeps gear safe from the elements, including a waterproof fabric and base, detachable All Weather AW Cover™ and removable camera gear insert.

More information about the Whistler series, including gear capacity, can be found at <http://www.lowepro.com/whistler>

Addressing the demands of two passions in one pack, the updated Photo Sport II series offers camera and personal gear portability when engaged in aerobic sports or activities. The Photo Sport BP 200 AW II and BP 300 AW II both include a new UltraCinch™ design, featuring side access and a custom pull-tab to tighten and stabilize the bag’s photo gear space in one swift action. Lightweight, weather-resistant materials and a built-in All Weather AW Cover keep photographers moving when the weather changes.

An ActivZone harness system, padded waistbelt and adjustable shoulder straps offer padding in all the right spots, while the bag's dedicated compartment for a 2-liter water reservoir (not included) helps photographers stay hydrated while running, hiking, biking, climbing, boarding or trekking.

To learn more about the Photo Sport II series, visit <http://www.lovepro.com/photosport>

The Whistler BP 350 AW (\$349.95) and 450 AW (\$389.95) and the Photo Sport BP 200 AW II (\$169.95) and 300 AW II (\$199.95) are now available for purchase at a number of retail locations as well as <http://www.lovepro.com>.

ABOUT LOWEPRO

For 48 years and counting, Lowepro bags have been traveling the world, earning the loyalty and admiration of the best photographers, and setting the industry standard for innovative functionality and remarkable protection. Spanning three collections – professional, outdoor and urban – Lowepro designs and develops protective carrying solutions for specific activities and environments. Wherever your passions and pursuits take you, chances are you'll find us there. To learn more, please visit <http://www.lovepro.com>.

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