



Aspire Outdoor Announces Major Partnership with Mountain Designs for Telluride Mountainfilm Tour – Aus & NZ

NEWS RELEASE - February 2017 - Australia – Aspire Outdoor is proud to announce a major partnership with Mountain Designs for their esteemed Telluride Mountainfilm Festival Tour of Australia and New Zealand.

The inaugural Telluride Mountainfilm on Tour - Australia & New Zealand will launch in Sydney at the St. George OpenAir Cinema on Friday 10th February, 2017, before touring Australia and New Zealand through March and April.

As one of Australia's leading outdoor and travel gear specialists for over 40 years, Mountain Designs was a natural fit as the major sponsor of the Australian and New Zealand tour of a festival that celebrates the environment, adventure and undefeatable human spirit.

"We're very excited to be a part of Telluride Mountainfilm's first tour of Australia and New Zealand," Mountain Designs CEO Caroline Machado Campos said. "As a brand, we love to celebrate our incredible outdoors and all the adventurers out there, so this festival is a big screen extension of that passion."

Telluride Mountainfilm on Tour will feature the most popular documentary films from the iconic annual festival in Telluride, Colorado, which brings together and showcases world-class athletes, change makers and visionary artists, provoking thought around the environment, culture, the outdoors and social justice. This year marks the first time it will tour nationally across Australia and New Zealand.

"Mountain Designs is the perfect fit for Telluride Mountainfilm on Tour," from Toby Ryston-Pratt, Founder of Aspire Outdoor. "This partnership provides the unity of two brands that aim to inspire everyday people to find their motivation and take on their next outdoor challenge, and the relationship with a long standing, quality brand helps to deliver this tour in its inaugural year to a significant collection of outdoor lovers."

Tickets for Mountainfilm on Tour - Australia & New Zealand can be purchased from the [Mountainfilm Tour website](#).
For further information please contact tracey@impressionsmc.com.au – 0415 290 023.



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