

PRESS & MEDIA RESOURCES

Frequently Asked Questions.

If you're writing about us, we want to make it easy. Here's what you need to know—and who to reach when you don't find it here.

PRESS & MEDIA INQUIRIES

Who do I contact for a press or media inquiry?

For all press and media questions, email our communications team at media@backcountry.com. We aim to respond within 2 business days.

I'm on deadline. How do I reach someone quickly?

Mark your email subject line **"URGENT — Deadline [date/time]"** and include your outlet and deadline in the first line.

Can I be added to your media distribution list?

Yes. Email media@backcountry.com with your name, outlet, and the topics you cover to receive press releases and news announcements.

COMPANY BACKGROUND & FAST FACTS

What is Backcountry?

Backcountry is a leading online specialty retailer of premium outdoor gear and apparel—built for skiers, climbers, hikers, cyclists, paddlers, and anyone else who'd rather be out there. Founded in 1996, we connect the pursuit-obsessed with 500+ top brands across skiing, snowboarding, hiking, camping, climbing, cycling, fly fishing, and more. Our Gearhead® Experts make sure you find the right gear for where you're actually going.

When and where was the company founded?

Backcountry was founded in 1996 in Park City, Utah. Jim Holland and John Bresee started the company with \$10,000, a small collection of avalanche gear, and a shared conviction that great outdoor gear deserved to get in the hands of people who actually use it. The company is now headquartered in Cottonwood Heights, Utah.

Which other brands are in the Backcountry family?

Backcountry's owned brands include **BGA**—technical, responsibly made gear built on decades of real gear experience, for the people who actually get out there—and **Basin + Range**, a collection of outdoor basics + camp essentials with a classic, joyful vibe for everyday outdoor living. **Coalatree**, acquired in 2026, is Backcountry's newest owned brand, incubated through Backcountry Garage. Sister brands in the Backcountry family include Competitive Cyclist, MotoSport, Steep and Cheap, BikeTiresDirect, Backcountry Outlet, Backcountry Garage, and Velofix.

Who owns Backcountry?

Backcountry has been part of CSC Generation Enterprise since September 2024.

What other brands does CSC Generation Enterprise own?

Outside of the Backcountry brands, CSC Generation Enterprise also owns Sur La Table, Seattle Coffee Gear, One Kings Lane, Direct Buy, and Eurø Style.

How many people does Backcountry employ?

Backcountry employs 1,200+ people.

What is a Gearhead® Expert?

Every Gearhead® Expert is a real outdoor person—a skier, climber, mountain biker, trail runner, or paddler who does this on weekends. Some are former professional athletes or Olympians. All are extensively trained and available by phone, chat, and email to give you one-to-one gear guidance. They are not a customer service department—they are the reason people come back.

Does Backcountry have a loyalty program?

Yes. Backcountry launched **Summit Club+** in September 2025. There are two tiers: a free Summit Club membership (early access to product drops, exclusive member offers, 10% birthday discount) and a paid Summit Club+ tier at \$49/year, which includes 10% cashback on all purchases including sale items, free 2-day shipping in the continental U.S., a dedicated personal Gearhead® Expert, and exclusive partner benefits.

BRAND ASSETS & LOGO USAGE

Am I allowed to use your logo in my article or video?

Editorial use of our logo is generally permitted in coverage about Backcountry, provided it is not altered and does not imply endorsement or partnership. For all other uses, request approval at media@backcountry.com.

How do I access high-resolution logos and brand imagery?

High resolution imagery and logos are available for download on Backcountry's press page.

What are the basic style rules for writing about Backcountry?

Backcountry on second reference and in headlines (not Backcountry.com). **Gearhead® Expert(s)** on first mention per asset; include ® on the most prominent use. **The Herd** (our community) and **The Goat** (our mascot) are always capitalized. **Venture Beyond** is Title Case. For product categories, use lowercase unless beginning a sentence.

What social channels does Backcountry use?

Find us on Instagram, Facebook, X/Twitter, YouTube, and TikTok—all as **@Backcountry**. Our Instagram audience exceeds 900K followers.

INTERVIEWS & EXPERT COMMENTARY

Can I interview a member of your leadership team?

We consider interview requests on a case-by-case basis. Email media@backcountry.com with your outlet, topic, proposed format, and deadline.

Who leads Backcountry?

Kevin Lenau serves as President of Backcountry. A Marine Corps veteran and avid gravel cyclist, he has been focused on loyalty, the Gearhead® Expert program, and AI-driven transformation since early 2025.

Do you offer expert commentary on industry trends?

Yes. Our Gearhead® Experts and leadership team are available for commentary on outdoor retail, seasonal gear, and recreation trends. Email media@backcountry.com with your outlet, topic, proposed format, and deadline.

PARTNERSHIPS, AFFILIATES & SPONSORSHIPS

How do I become an affiliate partner?

Backcountry's affiliate program is managed exclusively through Impact. Apply via: app.impact.com/campaign-promo-signup/Backcountry.brand. Applications typically take a few business days to review.

What are the benefits of the affiliate program?

Approved affiliates get access to banners, product links, and a full product feed. Backcountry ships to 49 countries and offers free shipping on orders over \$50.

How do I propose a brand partnership, collaboration, or sponsored content?

Send your proposal to partnerships@backcountry.com.

I'm a creator interested in your Creator Program. Where do I apply?

Apply through our Creator Program page on Impact:
app.impact.com/campaign-promo-signup/Backcountry-Creator.brand