

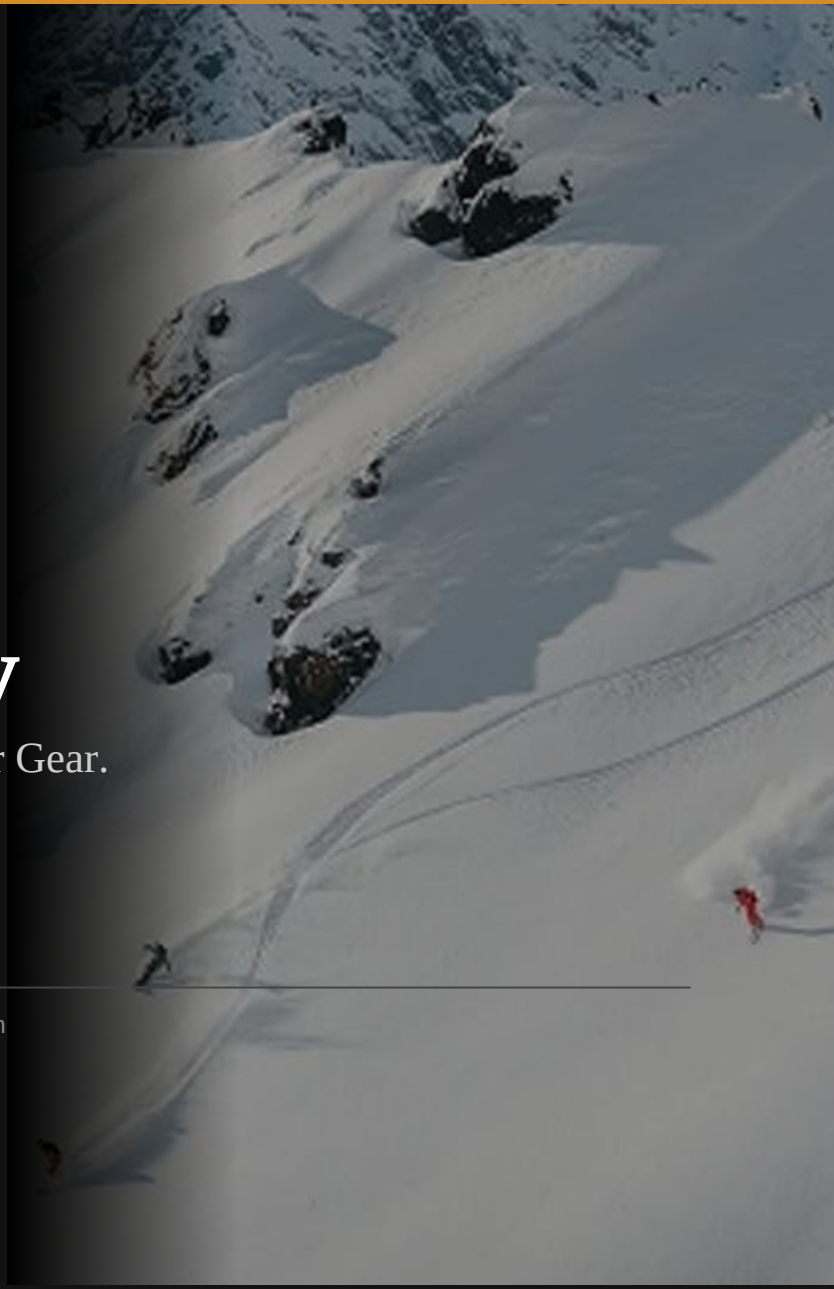
MEDIA KIT 2026

Backcountry

Where the Pursuit-Obsessed Get Their Gear.

Venture Beyond

backcountry.com • Founded 1996 • Cottonwood Heights, Utah



ABOUT BACKCOUNTRY

Thirty Years of Going Further.

Backcountry is the online destination for the pursuit-obsessed. We carry the gear, clothing, and expertise for skiing, snowboarding, hiking, climbing, mountain biking, trail running, fly fishing, kayaking, and everything else that happens when you point yourself away from the parking lot. If you go out there and do it, we carry the gear for it.

1996	1,200+	500+	9
Founded	Employees	Brands Carried	Retail Stores

Our Mission

Backcountry exists to put the best outdoor gear in the hands of the people who actually use it -- connecting the outdoor community to what's out there through discovery, guidance, and performance.

What We Sell

Ski & Snowboard Alpine, backcountry, nordic, and freestyle--hardgoods, outerwear, and everything in between.	Hiking & Camping Technical packs, footwear, tents, sleeping systems, and trail layers built for real conditions.
Climbing Ropes, protection, harnesses, shoes, and apparel for the crag and the big mountains.	Mountain Biking Hardtails, full-suspension rigs, components, protection, and kit for dirt roads and trail.
Trail Running Shoes, apparel, hydration, and nutrition from the brands that log the most miles.	Water Sports Kayaks, paddles, PFDs, dry bags, and fly fishing gear for the people who love what's cold.

OUR STORY

Started in a Garage. Still Going Outside.

In 1996, Jim Holland and John Bresee started Backcountry out of a garage in Park City, Utah with \$10,000, a sparse collection of avalanche gear, and the kind of conviction that only makes sense if you've ever skinned uphill before dawn. The first thing they ever sold? A Pieps 457 Opti-finder avalanche beacon--February 1997. From those first BCstore.com pages, the company grew into one of the leading specialty outdoor retailers in the United States--into new categories, new markets, and new communities of people who love what's out there.

1996	Founded in Park City, Utah by Jim Holland & John Bresee
1997	First sale: a Pieps 457 avalanche beacon, February
2004	Acquired backcountry.com domain; became the brand you know
2013	Acquired German outdoor retailer Bergfreunde.de, expanding into Europe
2021	Opened first brick-and-mortar store in Kimball Junction, Park City
2024	Acquired by CSC Generation, expanding the brand ecosystem
2026	Launched Backcountry Garage--an innovation engine and brand incubator

Owned Brands

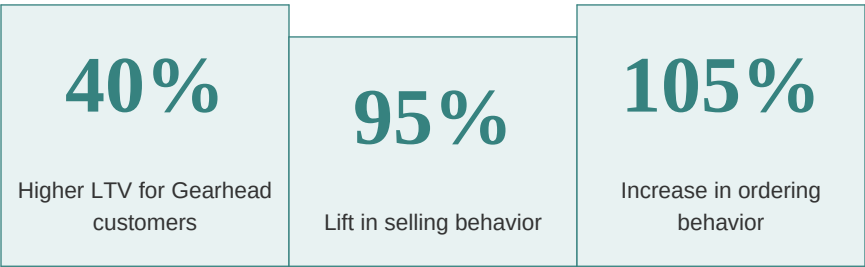
BGA Backcountry Gear & Accessories is our owned product line -- built on 30 years of gear experience and designed for five pursuits: Snow, Bike, Climb, Camp/Hike, and Run. Built for the conditions The Herd actually gets into. Built by us.	Basin + Range Our collection of outdoor basics + camp essentials -- classic, joyful pieces for the fireside, the road trip, + the people you go with. Nature for all. Built by Basin + Range.	Coalatree Sustainable outdoor apparel brand acquired in 2026 and incubated through Backcountry Garage. Built around responsibly sourced materials and versatile design.
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THE GEARHEAD® EXPERT DIFFERENCE

Your Friend on the Other End of the Phone.

Every Gearhead® Expert is a real outdoor person--a skier, climber, biker, runner, or paddler who does this on weekends and knows the difference between a kit that performs and one that looks good in the gear room. They're available by phone, chat, and email, and they bring the kind of one-to-one expertise that's nearly impossible to find online.

Gearheads aren't a customer service department. They're the reason people come back. The Herd who's connected with a Gearhead® Expert carries a lifetime value 40% higher than average--with a 95% lift in selling behavior and a 105% increase in ordering behavior.



Retail Locations

Backcountry opened its first physical store in 2021 and now has 9 locations across the U.S. Each offers ski mounting, bike tuning, and in-person Gearhead® Expert guidance.

Park City, UT	Kimball Junction -- 1678 Redstone Center Dr, Suite 115
Salt Lake City, UT	Wasatch Front
Boulder, CO	First expansion market, opened summer 2021
Bozeman, MT	Big Sky Country
Seattle, WA	Pacific Northwest
Chicago, IL	Midwest
Washington, D.C.	Mid-Atlantic
Palo Alto, CA	Bay Area
Los Angeles, CA	Southern California

EDITORIAL BOILERPLATE

About Backcountry -- For Press Use

The following copy is cleared for editorial use. The standard boilerplate is written for press releases and article footers. The extended version is available for profiles, features, and longer-form editorial.

Standard Boilerplate

About Backcountry

Backcountry is the leading online specialty retailer for outdoor gear and apparel, serving skiers, snowboarders, hikers, climbers, mountain bikers, trail runners, and water sports enthusiasts since 1996. Founded in Park City, Utah, Backcountry differentiates itself through its Gearhead® Expert program--a team of passionate outdoor specialists available by phone, chat, and email to provide personalized gear guidance. With more than 500 brands, a growing portfolio of owned labels, and the Backcountry Garage brand incubator, Backcountry is redefining what it means to be the outdoor community's most trusted gear destination. Backcountry is owned by CSC Generation and headquartered in Cottonwood Heights, Utah.

backcountry.com | [@Backcountry](https://twitter.com/Backcountry) | media@backcountry.com

Extended Boilerplate

About Backcountry

Founded in 1996 by Jim Holland and John Bresee out of a garage in Park City, Utah, Backcountry has grown from a small avalanche gear shop into one of the premier online outdoor retailers in the United States. The company serves a community of skiers, snowboarders, hikers, climbers, mountain bikers, trail runners, paddlers, and outdoor enthusiasts across every pursuit.

At the center of the Backcountry experience is the Gearhead® Expert program--a team of real outdoor people who provide one-to-one gear guidance by phone, chat, and email. Gearheads go through extensive ongoing training and build long-term relationships with customers, resulting in measurably higher lifetime value and satisfaction.

Backcountry carries more than 500 brands alongside its owned product labels--BGA (Backcountry Gear & Accessories), Basin + Range, and Coalatree. In April 2026, the company launched Backcountry Garage, a brand incubator designed to empower outdoor founders with resources, expertise, and distribution. Backcountry is owned by CSC Generation and headquartered in Cottonwood Heights, Utah.

backcountry.com | [@Backcountry](https://twitter.com/Backcountry) | media@backcountry.com

QUICK FACTS

Everything a Journalist Needs at a Glance.

Use the table below for fast reference when fact-checking, writing captions, or building company profiles. All figures current as of 2026.

DETAIL	INFORMATION
Legal Name	Backcountry.com, LLC
Founded	1996
Founders	Jim Holland and John Bresee
Headquarters	Cottonwood Heights, Utah, United States
Parent Company	CSC Generation (acquired Fall 2024)
Employees	1,200+
Website	backcountry.com
Category	Online Specialty Outdoor Retail
Key Differentiator	Gearhead® Expert program -- personalized gear guidance by real outdoor people
Owned Brands	BGA, Basin + Range, Coalatree
Sister Brands	Competitive Cyclist, Steep and Cheap, MotoSport, Velofix
Innovation Platform	Backcountry Garage (launched April 2026)
First Brand Incubated	Coalatree (acquired 2026)
Categories Served	Ski/Snowboard, Hiking, Climbing, Mountain Bike, Trail Running, Water Sports, Fly Fishing, Camping
Social Handles	@Backcountry (Instagram, Facebook, X/Twitter, YouTube, TikTok)
Press Contact	media@backcountry.com
Brand Tagline	Venture Beyond

AP Style & Gearhead Rule -- For Editors

Backcountry on second reference and in headlines (not Backcountry.com). **Gearhead® Expert(s)** on first mention per asset; include ® on most prominent use. The trademark applies to the adjective, not the noun. Correct: Connect with a Gearhead® Expert. Incorrect: chat with a Gearhead. **The Herd** (our community) and **The Goat** (our logo/mascot) are always capitalized. **Venture Beyond** is Title Case. For product categories, use lowercase unless beginning a sentence. CSC Generation is the parent company; it need not appear on every mention.

THE PEOPLE BEHIND THE MISSION

Kevin Lenau
President

Marine Corps veteran and gravel cyclist. President since early 2025, focused on loyalty, the Gearhead® Expert program, and growing the brand through smart acquisitions.

Peter LaBore
Chief Operating Officer

Peter keeps Backcountry running clean--fulfillment, logistics, and customer experience. The kind of operational leadership that's invisible when it's done right.

Josh Burke
Chief Financial Officer

Guiding Backcountry's financial strategy since 2018, navigating growth and acquisition with the same precision you'd want on a Class V rapid.

Hillary Benjamin
SVP, Brand Marketing

Leads brand strategy and marketing. She's the keeper of the voice--and the reason it sounds like a real person.

Thomas Jeon
General Counsel & EVP, People

Oversees legal affairs and people operations. The reason Backcountry's culture is worth protecting.

Alex Quitiquit
VP, Strategic Merchandising & Planning

Drives assortment strategy and merchandise planning. If it's in the lineup, it earned its place.

MEDIA INQUIRIES

Let's Tell the Story.

The best outdoor brands have the best stories--and ours is still being written out there. If you're a journalist, editor, or content creator covering outdoor retail, gear culture, or the communities that live and breathe this stuff, we'd love to connect.

Press Inquiries

Brand stories, product features, and executive interviews.

media@backcountry.com

Partnerships & Collaborations

Brand partnerships, co-marketing, and Backcountry Garage inquiries.

partnerships@backcountry.com

Backcountry Headquarters

Cottonwood Heights, Utah • backcountry.com • [@Backcountry](https://twitter.com/Backcountry)

For high-resolution logos, brand assets, and product imagery, request access through our press portal or contact media@backcountry.com. All brand assets are subject to Backcountry's usage guidelines as defined in the BC26 Style Guide.