



## ANNOUNCING THE 9<sup>TH</sup> ANNUAL MOG OUTDOOR FEST IN GRAND JUNCTION, COLORADO

(Grand Junction, CO – April 3, 2012) Announcing the 9<sup>th</sup> annual MOG Outdoor Fest April 13<sup>th</sup>-14<sup>th</sup> in Grand Junction, Colorado - including *MountainFilm on Tour*, the *MOG Sale*, the *COPMOBA Bike + Gear Swap*, and *Stray Grass* bluegrass band in concert.

A celebration of our western Colorado outdoor community, the MOG Outdoor Fest embodies four unique events; [Mountainfilm on Tour](#), the [MOG Sale](#), the [COPMOBA Bike+Gear Swap](#), and a live concert by bluegrass band, [Stray Grass](#).

1. The 2012 MOG Outdoor Fest kicks off Friday night, April 13th with a special preview of "MountainFilm on Tour" at the CMU Maverick Center in Room 155. A celebration of the indomitable spirit, MountainFilm on Tour is a compilation of several high-octane short films that are selected from the annual award-winning MountainFilm Fest. This year's MountainFilm montage is sure to blow your mind, and set the stage for the following day's MOG Sale & COPMOBA Bike/Gear Swap. Doors open at 6:30, showing starts at 7pm. \$10 at the door, \$8 with CMU ID - benefit for CMU Outdoor Program. [www.mogoutdoorfest.com](http://www.mogoutdoorfest.com)

2. Saturday, April 14th is shaping up to be the biggest and best MOG Sale yet. 9am to 4pm in the Rockslide Parking Lot, 400 Colorado Ave, downtown Grand Junction. Great deals on Mountain Bikes \* Road Bikes \* Skis \* Snowboards \* Gear \* Apparel \* Outerwear \* Footwear \* Tents \* Bags \* Whitewater \* AWD + Overland Vehicles \* Optics \* Accessories \* Resorts \* Snowshoes \* All-Terrain Motorcycles \* Longboards \* Outdoor Non-Profits \* BEER GARDEN by Rockslide \* Yummy BBQ by Have Cooker \* Green Chili by Camilla's Café \* Live bluegrass with Stray Grass from 2-4pm \* Climbing Wall \* Kids' Activities, raffles, door prizes and MORE! \$5 at the door, kids 12 & under free. Entry donations benefit COPMOBA and Mesa Land Trust's "Three Sisters" project. [www.mogoutdoorfest.com](http://www.mogoutdoorfest.com)

3. Sell your own gear at the COPMOBA Bike+Gear Swap! Part of the MOG Fest, Saturday April 14<sup>th</sup>, early registration opens at 8am at the Rockslide Parking Lot. Sell all you want for a \$15 entry donation. A benefit for COPMOBA. Sellers bring their own tarp/blanket for selling area. Ends at 4pm. See you there! [www.mogoutdoorfest.com](http://www.mogoutdoorfest.com)

4. Acoustic trio band, Stray Grass, will play a live bluegrass concert at the MOG Outdoor Fest Saturday, April 14<sup>th</sup> from 2-4pm in the Rockslide Parking Lot. \$5 entry donation benefits COPMOBA & Mesa Land Trust's "Three Sisters" project. [www.mogoutdoorfest.com](http://www.mogoutdoorfest.com)

MOG Outdoor Fest **Sponsors** include: [Mountain Khakis](#), [Rockslide Brewery](#), [Grand Junction Free Press](#), [Safari LTD](#), [US Bank](#), [First National Bank of the Rockies](#), [Powderhorn Resort](#), [Grand Junction Subaru](#), [Monument Graphics](#), [Telluride Blues & Brews Festival](#), [Red Mango](#), [KAFM Community Radio](#), [KOOL 107.9](#), [MIX 104.3](#) and [Copy Copy](#).

Non-profit organizations that directly benefit from the MOG include [COPMOBA](#) (Colorado Plateau Mountain Bike Trail Association), Mesa Land Trust's [Three Sisters](#) Project, and Colorado Mesa University's [Outdoor Program](#). Environmental- and outdoor-based community non-profit organizations receive complimentary booth space at the MOG to amplify their message and propel their mission.

(more)

## 2012 MOG Outdoor Fest Recap:

### MountainFilm on Tour:

- **Date:** **Friday, April 13<sup>th</sup>**
- **Time:** Doors open 6:30pm, Show starts 7pm
- **Location:** Colorado Mesa University's Maverick Center, Room 155
- **Entry:** \$10 at the door \* \$8 with CMU student ID  
*\*benefits the CMU Outdoor Program*

### MOG Sale:

- **Date:** **Saturday, April 14<sup>th</sup>** \* 1 day only!
- **Time:** 9am - 4pm
- **Location:** Rockslide Parking Lot (400 Colorado), Downtown Grand Junction, CO
- **General Entry:** \$5 per person \* Kids 12 & under free  
*\*benefits: COPMOBA + Mesa Land Trust's "Three Sisters" Project*

### COPMOBA Bike+Gear Swap:

- **Date:** **Saturday, April 14<sup>th</sup>** \* 1 day only!
- **Time:** 8am - 4pm
- **Location:** Rockslide Parking Lot (400 Colorado), Downtown Grand Junction, CO
- **Vendor Entry:** \$15 per swap vendor \* Registration starts at 8am \*Bring tarp/blanket for selling area  
*\*benefits COPMOBA*

### Stray Grass Concert:

- **Date:** **Saturday, April 14<sup>th</sup>**
- **Time:** 2-4pm
- **Location:** Rockslide Parking Lot (400 Colorado), Downtown Grand Junction, CO
- **General Entry:** \$5 per person \* Kids 12 & under free  
*\*benefits: COPMOBA + Mesa Land Trust's "Three Sisters" Project*

### About MOG Outdoor Fest (MOG/Manufacturers of Outdoor Gear)

A benefit event for the western Colorado outdoor community! Manufacturers, reps, retailers & gearheads come together for this 9<sup>th</sup> annual 1-day Outdoor Gear Sale & Bike/Gear Swap in downtown Grand Junction, CO. This annual, highly-anticipated, grassroots outdoor gear fest draws a faithful crowd of locals, mountain townies & city slickers from Moab-Aspen-Vail-Telluride-Glenwood-Summit County-Denver-Salt Lake and beyond. Drawing top outdoor brands from around the region, folks enjoy sweet deals on great gear & apparel, live music, contests, raffle drawings, kids' activities, and free doughnuts in the morning. Established in 2003, the MOG is an independent, grassroots event supported by area retailers and benefits outdoor non-profit associations.

For More Information or to Schedule an Interview Contact:

Jen Taylor

MOG Founder & Organizer

970-250-9682

[jen.taylor@mountainkhakis.com](mailto:jen.taylor@mountainkhakis.com)

[www.mogoutdoorfest.com](http://www.mogoutdoorfest.com)

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