



MOG OUTDOOR FEST DRAWS PREMIER OUTDOOR BRANDS TO GRAND VALLEY APRIL 18-19

(Grand Junction, CO – April 14, 2014) [MOG Outdoor Fest](#), the largest outdoor gear sale and bike swap between Denver and Salt Lake City, will draw premier outdoor brands and avid recreationalists to downtown Grand Junction this coming April 18th-19th weekend.

Since the event's origin in 2003, MOG Fest has drawn top outdoor, cycling and ski brands from within a 450-mile radius to take part in the annual spring-cleaning sale and outdoor festival. Rain or shine, the festival will draw thousands of attendees to partake in the festival atmosphere, great deals, and to enjoy spring recreation in the Grand Valley.

Friday, April 18th MOG Outdoor Fest presents **Telluride Mountainfilm on Tour**, 7:30pm at the Mesa Theatre in downtown Grand Junction. Kick-off your MOG weekend with these award-winning, adrenaline-laced short films selected from the international MountainFilm Festival in Telluride. Presented by a Mountainfilm Ambassador, you'll get the behind the scenes scoop on each of the film's unique and inspiring stories. Tickets \$8 at the door, \$5 with student ID. Doors open at 7pm, films start at 7:30. Followed Saturday by the MOG Sale and COPMOBA Bike & Gear Swap from 10am to 9pm on Main Street.

Saturday, April 19th MOG Outdoor Fest presents the **MOG Sale** from 10am to 9pm on the 400 block of Main Street, shoppers will score epic deals on outdoor, cycling and ski gear, apparel and accessories from approximately fifty top brands; including, [Mountain Khakis](#)[®], [LOKI](#)[®], [Big Agnes](#)[®], [Bergans of Norway](#)[®], [Honey Skateboards](#)[®] and more. Vendors will be selling Mountain/Road/Park Bikes * Skis * Snowboards * Gear * Apparel * Outerwear * Footwear * Tents * Sleeping Bags * Accessories * [Powderhorn](#) Pre-Season Passes * Snowshoes Skateboards/Longboards * and more. Enjoy **FREE ADMISSION**, free doughnuts (while they last), all-day beer garden by Rockslide Brewery, [Pablo's Pizza](#), raffles, door prizes, kids activities, outdoor- and recreation-organizations and more. Starting at 1pm, from the MOG, watch the Maverick Classic regional collegiate championship criterium-road-races. Live music by **Jack+Jill** from 7-9pm.

Saturday, April 19th MOG Outdoor Fest presents the **COPMOBA Bike & Gear Swap** from 10am to 9pm in downtown Grand Junction. FREE to shoppers, a \$15 flat seller's fee benefits the Colorado Plateau Mountain Bike Trail Association, and covers all the gear folks can sell (mountain bikes, road bikes, motorcycles, rafts, kayaks, gear, apparel and more). Same day registration starts at 9am at the corner of 4th & Rood, downtown. Also, enjoy epic deals on outdoor gear from top brands at the MOG Sale, happening at the same time as the Swap, from 10am to 9pm.

What folks have to say about the MOG

According to outdoor brand, [Bergans of Norway](#) Rocky Mountain territory manager, Ryan Raymond, "We participate in the MOG Fest to highlight Bergans in the great, western Colorado outdoor community. It means a lot for us to help connect Colorado communities with quality equipment for their outdoor adventures.

"As the MOG has grown through the years attracting premier brands, we've been able to maintain a grassroots vibe that focuses on our world-class outdoor community," said Jen Taylor Muhr, MOG founder and organizer. "Beyond the great deals and festival atmosphere there's a deeper meaning to the MOG - supporting a clean, recreation-based economy in our Valley is energy well spent. The MOG is a fun and gratifying means to that end."

"MOG Fest is a prime example of the type of events that the Board of Directors at the [Grand Junction Visitor & Convention Bureau](#) seeks to sponsor, it is an event that draws overnight visitors and has potential to grow," said Mistalynn Meyeraan, marketing coordinator for the Grand Junction Visitor & Convention Bureau. "This event highlights the vast outdoor recreational opportunities in the Grand Valley and we look forward to attending another successful year at MOG Outdoor Fest!"

According to [Grand Junction Economic Development](#) executive director, Kelly Flenniken, "MOG Fest is an opportunity to showcase the vibrant outdoor industry, one of our target growth industries, as well as the awesome recreation culture found in the Grand Valley."
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“[The Bike Shop](#) loves the MOG because it gives us a chance to clear out last year’s inventory”, reported Ashley Jordan, owner & sales manager of The Bike Shop in Grand Junction. “And, when I say clear out I mean that we try to sell everything by the end of the day. It’s a time to get rid of the old and make room for the new.”

And from Palisade citizen & annual MOG attendee Erin Stephens-Marner, “I stash my birthday money and wait for the big event every year...old dirt bags die hard. Huge savings on great gear and you get to see half of the outdoor community all in one place!”

MOG Outdoor Fest **Sponsors** include: [Mountain Khakis](#), [Powderhorn Resort](#), [Rockslide Brewery](#), [Grand Junction VCB](#), [Grand Junction Subaru](#), [Grand Junction Free Press](#), [Monument Graphics](#), [US Bank](#), [Mountainside Production Services](#), [Safari LTD](#), [Telluride Blues & Brews Festival](#), [Grand Junction Economic Partnership](#), [Moody Insurance Agency](#), [ANB Bank](#), [WiFi West](#)

2014 MOG Outdoor Fest: Schedule of Events

MountainFilm on Tour:

- **Date:** **Friday, April 18th**
- **Time:** Doors open 7pm, Show starts 7:30pm
- **Location:** Mesa Theater & Club, 538 Main St
- **Tickets:** \$8 at the door * \$5 with student ID * Kids 12 & under free

MOG Sale:

- **Date:** **Saturday, April 19th** * 1 day only!
- **Time:** 10am – 9pm
- **Location:** 400 Block Main St + 4th Street from Main to Rood, Downtown Grand Junction, CO
- **General Entry:** FREE ADMISSION

COPMOBA Bike+Gear Swap:

- **Date:** **Saturday, April 19th**
- **Time:** 10am – 9pm
- **Location:** 4th & Rood Avenue, Downtown Grand Junction, CO
- **Vendor Entry:** FREE to shoppers * \$15 flat fee for sellers * Same day registration starts at 9am * Sellers bring tarp *fundraiser for the Colorado Plateau Mountain Bike Trail Association (COPMOBA)

Jack+Jill:

- **Date:** **Saturday, April 19th**
- **Time:** 7-9pm
- **Location:** 4th & Main Street, Downtown Grand Junction, CO
- **General Entry:** FREE ADMISSION

More information at MOGOutdoorFest.com. On Facebook @[MOGOutdoorFest](https://www.facebook.com/MOGOutdoorFest)

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 the 11th annual Telluride Mountainfilm showing, Outdoor Gear Sale & Bike/Gear Swap in downtown Grand Junction, CO. This 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:

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