



900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

For Immediate Release

Contact: Lucas Alberg
541.647.1467
lucas@hydroflask.com

HYDRO FLASK® WINS INAUGURAL MOUNTAIN MAMA OUTDOOR AWARD™

(Bend, Ore.) *February 21, 2012* – Hydro Flask®, producers of premium insulated products, announced today it was awarded the inaugural Mountain Mama Outdoor Family Award™. The award was issued by California-based retailer Mountain Mama, whose mission is to provide expecting mothers and active women with comfortable clothing and apparel to accommodate pregnancy and beyond.

Hydro Flask was selected the winner of the Nursing Mama category for its 18oz wide mouth stainless steel water bottle. According to a statement from Mountain Mama, Hydro Flask is the *preferred water bottle* for the organization and has been personally tested by company owner Teresa Delfín. “The wide mouth Hydro Flask is perfect for keeping pumped milk cold in the absence of a refrigerator,” she said. “Just drop in a bag or narrow container of milk and fill the rest of the bottle with ice water. Stored like this, milk stays refrigerator cold for about 24-hours – perfect for road trips or for when mama is on a multi-pitch route.”

Hydro Flask founder and CEO Travis Rosbach was thrilled with the award announcement. “For Hydro Flask to be such an enabler for a mother and her infant to go out and be active is a wonderful thing,” he said. “Our insulated technology has so many uses and we’re thankful that Mountain Mama has recognized us for one that many people might not consider. We love it that Hydro Flask is such a family friendly product!”

Outdoor Family Award recipients were selected based on needs and preference of Mountain Mama employees, product testers and brand ambassadors. Products included for consideration were those present at the 2012 Outdoor Retailer conference in Salt Lake City on January 19-22, 2012.



900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

About Hydro Flask

Travis Rosbach formed Hydro Flask® in the summer of 2009 to create a beverage bottle that truly performs in every environment. The end result is the only all-insulated bottle company in the world that exclusively produces double-wall vacuum insulated bottles that are BPA and toxin free. Using only high-quality 18/8 stainless steel that does not need a liner (which can leach toxins), the bottles keep hot liquids hot, and cold liquids cold. Hydro Flasks are stylish, durable, lightweight, reusable, and 100% recyclable. Hydro Flask simultaneously launched FivePercentBack.org™ to offer a giveback program from profits of each bottle sold to be put toward a charity selected by the bottle user. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit www.FivePercentBack.org.

www.hydroflask.com

[www.twitter.com/hydroflask](https://twitter.com/hydroflask)

www.facebook.com/hydroflask