



MEDIA RELEASE | FOR IMMEDIATE RELEASE

3054 Independence Drive | Homewood, Alabama 35209 | www.alabamaoutdoors.com

ALABAMA OUTDOORS PRESENTS BIRMINGHAM AS TOP FINALIST IN OUTSIDE AND TOAD&CO AMERICA'S "BEST TOWN EVER" 2015

Homewood, AL (April 20, 2015) — OUTSIDE Magazine, America's foremost active and adventure lifestyle brand, and outdoor lifestyle apparel company Toad&Co have named Birmingham as a top 60 finalist in their 2015 "Best Town Ever" contest. Local specialty outdoor retailer Alabama Outdoors has been chosen as the retailer of choice and local promoter of the Best Towns 2015 bracket. Over a period of six weeks, OUTSIDE's readers will narrow an initial bracket of 64 towns down to one winner: the kind of place with top-notch restaurants, vibrant farmers' markets, friendly neighborhoods, and unparalleled access to hiking and biking trails.

Beginning April 20th, OUTSIDE and [Toad&Co](#) will engage and incentivize consumers to visit [Outside Online](#) and vote early and often in the competition through a sweepstakes drawing. Seven drawings will occur, one after the end of each round of voting, with winners receiving Toad&Co apparel packages. Winners of the Grand Prize will receive an all-expenses-paid trip for two to the Best Town Ever fully outfitted in Toad&Co. The Best Town will be revealed on August 1st. OUTSIDE will feature the final 16 towns in its September 2015 issue.

Alabama Outdoors will spotlight Birmingham's great outdoor culture and selection as a "Best Town" finalist on Friday, May 1st during the company's popular Party on the Porch. The event kicks off a summer-long series of monthly celebrations for the retailer. Each will be held at the flagship location in Homewood. May's event will benefit Red Mountain Park, and will include music by Jason Bailey and food from Saw's Street Kitchen. A \$10 donation for Red Mountain Park will grant attendees a collectible cup and local beer from Good People Brewing Company.

About OUTSIDE: OUTSIDE is America's leading active lifestyle brand. For more than 30 years, OUTSIDE has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world Outside. The OUTSIDE family includes OUTSIDE magazine, the only magazine to win three consecutive National Magazine Awards for General Excellence, The Outside Buyer's Guides, Outside Online, Outside Television, Outside Events, [Outside+ tablet edition](#), Outside Books, and now Outside GO, a revolutionary, 21st-century adventure-travel company.

About Toad&Co: At [Toad&Co](#) (formerly Horny Toad Activewear), we believe that the choices we make are as important as the clothes we create. Founded on the idea that you should never have to choose between living well and doing good, our clothes are meant to inspire you to live your fullest life. We do our best to make choices that are socially and environmentally smart so you can feel as good as you look.

About Alabama Outdoors: Alabama Outdoors was founded on the principle of being the premier specialty outdoor retailer for the region. Since its establishment in 1975, Alabama Outdoors has built its brand by outfitting the active and outdoor lifestyle with best-in-class product and brands. Their success is attributed to their loyal customer base who is reached through superior service, quality products, outdoor education, and community involvement.

Media Contact Information: Milan Ballard, Marketing Specialist, Alabama Outdoors. Email: milanb@aloutdoors.com
Office: (205) 871-3252

###

Outside

BEST TOWN EVER

2015

Vote Birmingham Best Town Ever

presented locally by:



ALABAMA OUTDOORS

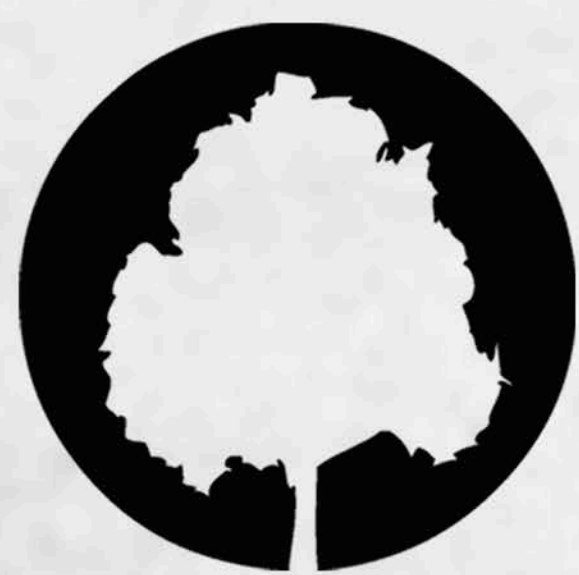
#VoteBhamOutdoors

Vote now at outsideonline.com/vote

TOAD&CO[®]

Keep Good Company

Photo credit: PictureBirmingham.com



alabama outdoors homewood presents

PARTY *on the* porch



Friday:

May 1st

5:30-7:30

optional

BEERCUP

with

\$10

donation to RMP

SPECIAL SAVINGS

IN STORE

LIVE
music

by

Jason

Bailey

beer

PROVIDED BY

Good People
Brewing Company



FOOD

ON SITE

Saw's
Street
Kitchen



Benefitting Red Mountain Park

Special thanks to

TOAD&CO[®]

Keep Good Company