

DULUTH PACK PLANTS OVER 2,300 TREES IN MINNESOTA.

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DULUTH, MN

Duluth Pack's month-long Arbor Day "Buy A Pack, We Give Back" campaign was a booming success company wide.

DULUTH, MINN –Thursday, August 16th, 2018 – Duluth Pack publicly announces that its month-long Arbor Day campaign in April was a thriving success. So much, that the company has proudly planted more than 2,300 trees in Cromwell, Minnesota – just west of Duluth. This promotion allowed the Made in America business to plant 23 acres of red maple seedlings. This species of tree was chosen for its ability to grow successfully in the chosen climate region and dirt. The Duluth company partnered with the Minnesota DNR for this spring 2018 promotion. For every Duluth Pack handcrafted item purchased – including totes, crossbody purses, canoe packs, accessories, and outdoor bags – a tree was planted.

Duluth Pack engaged its customers in the importance of planting trees during Arbor Month, and the people of Minnesota reaped the benefit. "There is truthfully nothing more rewarding than giving back and making a difference," said Tom Sega, the president of Duluth Pack. "A priority of ours at Duluth Pack is encouraging our customers to get out and connect with the outdoors more than ever. The Future Forest Fund has helped us engage with the community and individuals to fulfill our mission of maintaining Minnesota's wilderness areas so that everyone has a place to adventure."

Duluth Pack offers a large selection of original apparel, outdoor gear, home/cabin accessories and, of course, their legendary handcrafted and lifetime guaranteed packs, totes, and bags.

For more information regarding the Arbor Day campaign, please visit the flagship retail store in Canal Park at 365 Canal Park Drive in Duluth, Minnesota, on Duluth Pack's social media pages (Facebook, Instagram, Twitter), visit DuluthPack.com or call the Duluth Pack Headquarters at (218) 722-1707.



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TOM SEGA
DULUTH PACK