

LAFUMA AND OGKL ENCOURAGE OUTDOOR SPORTS TO CITY FOLKS

Kuala Lumpur - 16 July 2007 – YellowStone Sdn Bhd an exclusive distributors of LAFUMA brand of outdoor products partners with Kelab Orang Gunung Kuala Lumpur (OGKL), an outdoor and natural conservation society to encourage more city folks to involve in outdoor sports. YellowStone which obtained an exclusive right to LAFUMA distributions on second quarter of this year is set to promote LAFUMA brand among outdoor enthusiasts as well as OGKL members in a Memorandum Of Understanding (MOU) signing ceremony here today.

In the MOU signing ceremony between YellowStone and OGKL, YellowStone was represented by its Director, Mr. Cheok Kar Jin while En. Zainudin Bin Lot, President of OGKL signed on behalf of OGKL.

As part of the collaboration effort, YellowStone and OGKL will jointly organised an expeditions and campaigns, aims to raise the interest of city folks on outdoor sports as well as to educate novice on outdoor gears and safety measures. Among other areas of collaboration are also includes joint effort to create awareness among publics on environmental conservation issues through LAFUMA Malaysia Adventure Group.

En. Zainudin said city folks should look for a change from the existing indoors sport to the ones outdoors like hiking, trekking, trial running and etc. Preference on outdoor activities will help to promote better awareness among publics on the importance of environment conservation and the effect of it being ill preserve as this people will be using the natural environment as their big playground.

He added that outdoors sport is also an alternative activity for publics to get involved in exercise as part of our government promotion towards healthy lifestyle.

Cheok says, “Choosing a right, reliable and quality outdoor gears like LAFUMA is extremely important for correct protection and comfortness throughout your journey. The correct gears will give you a pleasant experience while you enjoy your outdoor activities.”

According to Cheok, the formation of LAFUMA Malaysia Adventure Group will serve as a platform to outdoor and environmental society for sharing their activities as well as to new outdoors seeker to experience the outdoor with more guidance from the experts.

YellowStone Sdn Bhd is an exclusive distributor and retailer of Outdoor Clothing and Equipment for **Lafuma®** brand of products in Malaysia. Based in soon to be opened concept shop at Bangsar and branch in Penang, YellowStone have a huge selection of **Lafuma®** outdoor clothing and equipments for adults and children, including Waterproof Jackets, Baselayers, Casual Clothing, Footwear, Backpacks, Tents, Sleeping Bags, Walking Poles and Luggage; and many more Travel, Camping, Climbing and Outdoor accessories. You can visit us at www.lafuma.com.my

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