

Dear Friends,

I started Midwest Mountaineering 53 years ago by selling outdoor gear from my kitchen, as a passionate climber and outdoorsman. Over the years Midwest Mountaineering has grown into a mecca for outdoor enthusiasts. We built an outdoor community with events like the Outdoor Adventure Expo, film festivals, clinics and programs, pint nights and other opportunities for customers, staff and vendors to gather and share knowledge and passion for the outdoors.

But times change. Midwest's style of retailing has been under extra pressure in recent years. Online and direct shopping continue to outpace traditional specialty stores like Midwest. Screen time has taken many of our customers off the trail. It's time for us to move on to new adventures.

Before we go, please join us for one last great adventure. Our Going Out of Business Sale will include our entire stock of high-end outdoor gear, clothing and footwear from the finest brands with storewide savings of 30- 75% off and more, until everything is gone. We'll be selling our rental gear inventory, fixtures, and memorabilia. Everything must go!

The **Going Out of Business Sale** begins Friday, September 1<sup>st</sup> at 11:00 am, and is scheduled to go through Sunday, October 8<sup>th</sup>. There'll be a **farewell party** Thursday, October 12<sup>th</sup> 5-7 pm. The party will include a silent auction of memorabilia, along with food and beverages.

We'll be presenting the **Banff Festival of Mountain Films** again this December 1<sup>st</sup> and 2<sup>ne</sup>, 2023 and April 27, 2024. Stay tuned for info on tickets.

Whether you're into hiking, rock climbing, mountaineering, camping, trail running or adventure travel, we have the gear and it's all on sale. Shop early for the best selection at liquidation prices.

**It's been our great joy to have served you and the outdoor community for 53 years.**

We'll certainly miss it. On behalf of our entire staff, I thank you for your friendship and support. In the weeks ahead we look forward to helping you find the perfect outdoor gear and clothing during this final sale.

Hope to see you on the trail!

Rod and Sharon Johnson  
Midwest Mountaineering