

# NEWS OF OUR CLIENTS



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5301 N. Commerce Ave Suite C  
Moorpark, California 93021

Tel 805 529 3700  
Fax 805 529 3701

Contact: Jonina Costello / [jcostello@full-throttlecom.com](mailto:jcostello@full-throttlecom.com)  
Jason Bear / [jbear@full-throttlecom.com](mailto:jbear@full-throttlecom.com)  
Phone: (805) 529-3700

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## CANYON COOLERS® INVITES VISITORS TO EXPLORE NEWLY DESIGNED WEBSITE

### **New Site Provides Sense of Community in Addition to a Superior User-Friendly Experience with Improved Navigation and Functionality**

Canyon Coolers®, the pioneer and leader in high-performance coolers, is pleased to announce the launch of its fully-featured website at [www.canyoncoolers.com](http://www.canyoncoolers.com). The site has extensive content and offers quick and easy access to essential product information and features a clean uncluttered design, improved functionality and enhanced rich content focused on the company's mission – to provide the most technologically advanced way to keep things ridiculously cold. Not just for products, the site is also a destination for adventurers who want to share and learn about the people who develop and use Canyon Coolers products.

Whether you're looking for a durable tumbler to take on a multi-day fishing trip, an indestructible cooler for your rafting adventure or a soft cooler you can wear for a back country hunt, find it and other detailed product information on the new site. Created with the user experience in mind, the site includes many new features to help users quickly and easily navigate the site including Look Ahead Navigation to reduce the number of clicks to navigate the site, Product Filters to assist users to easily narrow down what they are looking for, and Rapid Response Functionality allowing the site to be compatible with all browsers and mobile devices.

"We wanted to give our customers – the anglers, rafters, hunters and campers of the world – a place to go not only to look for great products, but to share their stories and adventures," said Jason Costello of Canyon Coolers. "We think we've accomplished both with our new website, and are excited for our customers to come and be a part of it."

Visitors to the new site will find a blog or "Field Notes" section which features updated information on products, cool new adventures and field-tested techniques, advice from company experts and more. The site also integrates online social media elements that encourage customers and fans to share photos, tips and comments about their latest journeys.

Canyon Coolers is a manufacturer renown for creating ridiculously cold, seriously tough coolers that keep food and beverages cold for not just days, but weeks. Developed for river rafters venturing on multiple day trips, the company has developed and enhanced seals, latches and other innovations while maintaining heavy-duty durability and insulating capabilities. Today, Canyon Coolers are regularly used by hunters, anglers, rafters, outdoor enthusiasts — and essentially anyone whose adventures are fueled by seriously cold refreshments. To learn more about Canyon Coolers' full-line of premium, ridiculously cold and seriously tough coolers, contact Canyon Coolers at 866-558-3267 or visit [canyoncoolers.com](http://canyoncoolers.com).



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