

NEWS OF OUR CLIENTS

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PRÓIS® ANNOUNCES SPONSORSHIP OF SINGER, SONGWRITER, AND HUNTER KRISTY LEE COOK

Avid Outdoorswoman and Current Host of the “The Most Wanted List” Hunting Show Embodies Brand and Its Quest for Adventure

Gunnison, Colo. — Próis®, the leading manufacturer of high-performance technical hunting apparel designed for women by women, has recently announced their sponsorship of Kristy Lee Cook. Among the many talents Cook is known for, she is a passionate outdoorswoman and hunter. She first came into the spotlight as a Top 10 finalist on Season 7 of American Idol and is currently the host of “The Most Wanted List,” on the Sportsman Channel.

“We are more than excited to sponsor Kristy and add her to our growing list of pro-staff as she personifies a lot of what Próis stands for,” said Kirstie Pike, CEO of Próis Hunting & Field Apparel. “She’s a serious hunter and avid outdoorswoman who tackles the most sought after hunts – we couldn’t be more excited to partner with her.”

As a Próis pro-staffer, Cook will undertake the role of ambassador for the company. This will include sporting the company’s high performance hunting apparel in the new Cumbre pattern on upcoming hunting excursions and providing input on gear performance. Próis’ new Cumbre pattern is an aggressive, high-functioning, visually distinctive camouflage created to give women an edge in the field.

“Próis is a great fit for me,” said Cook. “The quality is superior, and the clothing is tailored for the perfect combination of fit, function and comfort – exactly what I look for in hunting gear.”

In Cook’s show “The Most Wanted List” the hosts (Kristy, her family and closest friends), are in pursuit of the world’s most coveted hunts. Each week, they strategize the hunt, and experience unique challenges, animals, people, weather and terrain. In addition to hosting the show, Cook remains a singer and songwriter as well as a devoted horsewoman, training her own barrel horses with the goal of being in the WPRA in the future.

About Próis Hunting & Field Apparel

Próis has been the leader in women’s technical hunting gear since 2008 and believes women hunt hard and deserve the highest performing gear to support their pursuits. All Próis gear is engineered expressly for women and the company utilizes only the most top-rated performance fabrics to provide wind stopping, wicking, waterproofing, silence and thermoregulation. The company’s out-of-the-box thinking has resulted in award-winning designs that have raised the bar for women’s outdoor apparel. For more information about Próis Hunting & Field Apparel, visit: Próishunting.com

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