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CANYON COOLERS® OUTFITTER 125 RECEIVES *OUTDOOR LIFE* GREAT BUY AWARD

Canyon Coolers, manufacturers of ridiculously cold, seriously tough premium coolers, is proud to announce it has been awarded the Great Buy Award for its Outfitter 125 cooler in the 2014 *Outdoor Life* Cooler Test. The award was officially announced in *Outdoor Life* magazine's June/July issue, which is currently available on newsstands. The story is also featured on the magazine's website at outdoorlife.com/coolers2014.

Outdoor Life experts selected seven top brands in the premium cooler market to put through their extensive and rigorous testing and evaluation process. Cooler brands included in the test were: Canyon, Yukon, Pelican, Yeti, Coleman, Engel and K2. Every performance element was extensively evaluated from quality of construction, design and functionality to ice retention, true capacity and quality of hinges, handles and latches. The Canyon Coolers 125 Outfitter received an overall 3 ½ (out of 4) stars rating, and was the only cooler to receive an A+ for price/value, deeming it worthy of the Great Buy Award.

"*Outdoor Life's* ratings give you the unbiased and accurate truth on outdoor gear," said Andrew McKean, Editor of *Outdoor Life*. "Products are thoroughly tested, and winning items earn the title based exclusively on the hard data and scores. So when we say a particular item is the best, you can take that to the bank."

The Canyon Cooler 125 Outfitter features 2 ¾ inches of wall thickness constructed of premium polyurethane (injected under pressure) within all wall cavities and the lid. These incredibly thick walls help ensure its impressive ice retention time of up to 20 days depending on conditions.

The 125 Outfitter is built to last. It's made of super tough polyethylene plastic. A marine-grade stainless steel hinge pin eliminates worries of hinge failure. A solid neoprene gasket rims the lid, which not only adds to ice retention, but also is incredibly durable. The thick rope handles are built for a lifetime of moving and maneuvering this cooler. Plus, the drain plug is tethered, which will keep it from getting lost.

The cooler has also been optimized for truck beds and 4x4 use with its very square corners for easy packing, 100% recessed hinges and latches, as well as a cable lock system that will keep contents safe while on the hunt.

Canyon Coolers is renown for creating premium coolers that keep food and beverages cold for not just days, but weeks. Since its inception, 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, 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 555 S. Blackbird Roost, Suite 6, Flagstaff, AZ 86001. Telephone: 866-558-3267, canyoncoolers.com.

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