



Pheasants Forever and Quail Forever Welcome Duluth Trading Company as National Sponsor

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Duluth will help support the organization's critical habitat mission

St. Paul, Minn., Sept. 9, 2024 — Pheasants Forever and Quail Forever are thrilled to announce Duluth Trading Company as a new national sponsor of The Habitat Organization. As part of the partnership, which will run through 2025, Duluth Trading will provide direct financial support to The Habitat Organization for the creation of wildlife habitats. Co-branded apparel, accessories and gear will also be available to shop online at DuluthTrading.com and in 43 of Duluth's retail stores across the country.

"Duluth Trading Company's support of Pheasants Forever and Quail Forever is a testament to their connection with wildlife habitat and to conservation," said Chris Kalis, Pheasants Forever and Quail Forever's vice president of corporate partnerships. "We're delighted to welcome Duluth Trading to the habitat team and look forward to a long and successful partnership." Founded in 1989, Duluth Trading Company has become one of the nation's leading retailers of both outdoor lifestyle clothing and workwear. As part of the new agreement, Duluth Trading will develop officially licensed merchandise featuring the Pheasants Forever and Quail Forever logos. These items will be available for purchase on www.DuluthTrading.com and include the popular Buck Naked® base layer garments Duluth Trading is known for, as well as the potential for other collaborations in the future.

"We deeply admire the work Pheasants Forever and Quail Forever do to restore, maintain and preserve our habitats and natural landscapes for future generations," said Garth Weber, senior vice president of brand and creative for Duluth Trading Company. "We're excited to support their mission and thrilled to bring our outdoor-loving customers their favorite gear in fresh, cobranded designs. More importantly, we're making it easier than ever for our community to get involved directly with The Habitat Organization."

In addition to marketing in the Pheasants Forever Journal of Upland Conservation, Quail Forever Journal and the organization's online channels, Duluth Trading Company will be recognized as a silver sponsor at the 2025 National Pheasant Fest & Quail Classic in Kansas City, Missouri on March 7-9, 2025. More details at www.PheasantFest.org.

About Pheasants Forever

Pheasants Forever and Quail Forever make up the nation's largest nonprofit organization dedicated to upland habitat conservation. This community of more than 400,000 members, supporters and partners is dedicated to the protection of our uplands through habitat improvement, public access, education and advocacy. A network of 754 local chapters spread across North America determine how 100 percent of their locally raised funds are spent — the only national conservation organization that operates through this grassroots structure. Since its creation in 1982, the organization has dedicated more than \$1 billion to 575,000 habitat projects benefiting 24 million acres.

About Duluth Trading

Based in Mount Horeb, Wisconsin, Duluth Trading Co. caters to the lifestyle of the modern, selfreliant American. Duluth Trading's family of brands offer high-quality, solution-based apparel, accessories and gear for men and women to help them take on life with their own two hands. Duluth Trading honors its roots by creating the hardest-working products, backed by the "Superior Standard," and commits to providing outstanding customer service under the "No Bull Guarantee." To learn more, visit www.duluthtrading.com or one of the 65 Duluth Trading store locations nationwide.

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