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OUTSIDE WORLD OUTFITTERS LEADS SEARCH FOR BIGFOOT

Local Outdoor Retailer Raises Awareness for Hemlock Trees Through Halloween Event.

Dawsonville, GA. Oct. 13 – Outside World Outfitters, North Georgia’s leading outdoor retailer of kayaks and outdoor gear, has teamed up with Gold Rush Jeeps of Dahlonega, GA to search for Bigfoot. After reports of numerous sightings in the area, Outside World Outfitters’ Bigfoot Search Committee has discovered that the destruction of Eastern Hemlock Trees by the Woolly Adelgid is forcing Sasquatch out of hiding and into civilian territory. The Search Committee will track Bigfoot throughout the month of October to pinpoint his location, culminating in a large hike on October 28th at Gold Rush Jeeps.

The campaign has already been kicked off through Outside World Outfitter’s social media accounts, where various bigfoot sightings have been posted and recorded. These sightings will be discussed at their Search Party Meeting and Movie Night at the store on Thursday, October 19th. The meeting will outline previous bigfoot sightings, as well as discuss where he is headed to next. A representative from Save Georgia’s Hemlocks will be present to speak on the destruction of Eastern Hemlocks, and what the public can do to protect Bigfoot’s hiding spots.

As Bigfoot moves north, Outside World Outfitters will partner with Gold Rush Jeeps on Saturday, October 28th to sponsor the event, “Hike For Bigfoot and Jeep Trunk or Treat.” At the event, the leaders of the Bigfoot Search Committee hope to find Bigfoot with the help of participants, and then return to Gold Rush Jeeps to celebrate Halloween with dinner and a trunk or treat. A raffle will be held to raise money for Save Georgia’s Hemlocks, so Bigfoot can return to his home in the North Georgia mountains.

John H. Lee, owner of Outside World Outfitters, spoke of the event’s cause, “We feel that the restoration and preservation of the Eastern Hemlocks is an important cause that the mission of our store aligns with. As an outdoor retailer committed to getting families and enthusiasts outside, it is important to maintain our environment here in North Georgia for years to come.”

Outside World Outfitters is excited to involve the community in their mission for outdoor stewardship, as well as to partner with other local businesses. To follow Outside World Outfitters on this campaign or to learn more about the event, visit <http://outsideworldoutfitters.com> or follow them on facebook at facebook.com/outsideworldoutfitters.

About Outside World Outfitters: Outside World Outfitters was created fifteen years ago out of necessity to fulfill a need for outdoor goods in the local community. Since then, the store has grown to become one of the largest retailers of outdoor recreation equipment in the North Georgia area. The store's commitment to excellence is maintaining a high level of knowledge, stewardship, and passion to both the outdoors and it's explorers.