

## China Outdoor Golden Rhino Awards of 2009 Announcement

China Outdoor Golden Rhino Awards Ceremony of 2009 was presented on March 5 2010 in Beijing co-organized by the professional outdoor magazine OUTDOOR EXPLORATION and ispo china, sponsored by outdoor gear brand Mountain Hardwear.

China Outdoor Golden Rhino Awards is a brand-new annual award established by OUTDOOR EXPLORATION magazine based on the standards of importance, advance and value, which aims at introducing the most influential outdoor pioneers and events. 3-4 candidates were nominated out of numerous candidates for each award through 3 month long appraising, then the editor of OUTDOOR EXPLORATION and outdoor authorities selected the final winners together. In 2010 it is the 50th anniversary of Chinese Mountaineering Team reached the north slope of Mt. Jolmo Lungma. At this time Mountain Hardwear and Outdoor Exploration set up the special 'Mountain Hardwear Climbing Honorary Award'. The best actor Xiayu became the first Chinese Outdoor & Sports Ambassador as his healthy and sunshine stature, sparing no effort to Chinese outdoor welfare events and image of 'beyond self, challenge limits'.

Rhino, with modesty and humble image, is the spokesman of OUTDOOR EXPLORATION. Outdoors rhinos keep the commitment to themselves and the nature. They are ordinary people who do everything for the loved outdoors. As a professional outdoor media, OUTDOOR EXPLORATION will keep on holding China Outdoor Golden Rhino Annual Awards, pushing pure outdoor exploration and tracking Forwarding China Outdoors.

The best climbing event was won by Yan Dongdong and Zhoupeng, who developed and successful reached summit the new route (soul of freedom) of Yaomei Peak;

The best team awards was won by Chongqing cave expedition;

The best exploration activity was won by Dingding who ride through Qiangtang without any supporting;

The best environment protection spirit was won by Oxfam Trailwalker;

The best breakthrough of the year was won by Zhaimo who finished single voyage around the world;

The outdoor honorary was won by Yangyong;

The Mountain Hardware climbing honorary was won by Bianba Zhaxi;

The best outdoor photographs was won by Lijin with his < fish living in thousands years foaming pearls>;

The best film was won by Xiaoshao of Great Wall Hover Climbing & Skii Team with his <Butterfly spirit Oof Muztag Ata>;

The best publications was won by Sundong with his < Interval year of lateness>.

Backgrounds :

### **OUTDOOR EXPLORATION MAGAZINE**

OUTDOOR EXPLORATION was founded in year 2001 as a professional outdoor magazine that proclaims the healthy and new lifestyle and provides the most and best information on outdoor traveling, mountaineering and sports. In these years, OUTDOOR EXPLORATION has always been sticking on the faith that "outdoor is a style and exploration is an attitude". We believe that it is our responsibility to spread outdoor information and push the development of China outdoor industry.

### **ispo china**

Every two years in Munich, ispo is held as the biggest sports and fashion exhibition that covers all important categories of sport industry. So ispo china is the out-range in Asia of ispo. ispo china provides more such as industry summit, special issues, special subject discussion and insider's gathering. Ispo promises to provide the best sports products and technologies to China.

### **Mountain Hardwear**

As the top outdoor brand Mountain Hardwear has always focused on bringing perfect quality and professional outdoor gear for top outdoor athletes. Mountain Hardwear is always supporting each limited events from worldwide top outdoor professional athletes. Meanwhile they has product testing and examination in very harsh environment. Depending on professional quality Mountain Hardwear meet the needs of outdoor professors and the people who are chasing for high-quality living. The opinion of Mountain Hardwear is : it is quite important for supporting and developing personal outdoor exploration to welcome the limited challenge. The success of conquering peaks of Mountain Hardwear and sport professors are legion for many years.

Mountain Hardwear got great success in US market. Its perfect products were sold around world, especially in Japan and Korea,the torrent of high-end outdoor sports was touched. Mountain Hardwear built the flagship store in Harajuku which is the cradle of trends of Japan. At present Mountain Hardwear is developing Chinese outdoor sports market. They had already come into many outdoor stores and top department stores of Chinese key cities. After Mountain Hardwear entered Beijing Scitech Plaza on December 2009, the good achievement brought us enough confidence. We believe that accompanying the high speed development of Chinese consumer market, high-end professional consumption will grow fast. Mountain Hardwear has its advantage to gain the love of outdoor enthusiastic fans and high-end consumers.