

**FOR IMMEDIATE RELEASE**  
**With Sidebar: Entry Instructions**



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## **Outdoor Writer Wins Wrangler Rugged Wear® Adventures Essay Contest**

*Lynne Friedmann slipped and fell into a storm-swollen river and lived to write about it*

**GREENSBORO, N.C.** (December 4, 2008) – Lynne Friedmann, a freelance outdoors and science writer from Solana Beach, Calif., won October's Wrangler Rugged Wear® Adventures Essay Contest for her account of how an extra set of dry clothes helped save her life after she slipped and fell into a storm-swollen river.

Friedmann's winning essay, "The Right Clothes Can Save Your Life," earned the writer three jeans and shirt outfits from Wrangler Rugged Wear. To read Friedmann's winning essay, go to [www.wrangleruggedwear.com](http://www.wrangleruggedwear.com).

Friedmann, a member of Outdoor Writers Association of California (OWAC), described the dunking and hypothermia she experienced trying to cross a river while backpacking in Paria Canyon, Utah. "Suddenly a slip and you're face down, underwater, and cling to the rope like a bed sheet on a clothesline whipped horizontal by the wind," Friedmann writes.

Friedmann's essay will be retired from the remaining 2008 competition along with the essay of the first winner, Niall Fink of Edmonton, Canada. Other essays submitted in 2008 remain eligible for December judging. All members of an association of outdoor communicators in the U.S. or Canada are eligible to submit one essay, of 150-200 words, per year recounting their favorite outdoor adventure in which clothing played a successful role. Outdoor writers may obtain contest entry instructions and rules by e-mailing Bill AuCoin at [wmaucoin@verizon.net](mailto:wmaucoin@verizon.net).

Garments with the Wrangler Rugged Wear label are designed for function, comfort and durability. Wrangler Rugged Wear garments are sold through specialty retailers such as Tractor Supply Co., Cabela's, Capra's Sporting Goods and Gander Mountain. For more information regarding these Wrangler products or to locate the nearest retailer visit [www.wrangleruggedwear.com](http://www.wrangleruggedwear.com) or call 1-888-784-8571.

### About the Company

VF Corporation is a leader in branded lifestyle apparel including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include Wrangler®, Lee®, Riders®, The North Face®, Vans®, Reef®, Napapijri®, Kipling®, Nautica®, 7 For All Mankind®, John Varvatos®, JanSport®, Lucy®, Eastpak®, Eagle Creek®, Lee Sport®, Majestic® and Red Kap®.

VF Corporation's press releases, annual report and other information can be accessed through the company's home page, [www.vfc.com](http://www.vfc.com).

***SIDEBAR: Entry instructions***  
***With Wrangler Rugged Wear Adventures Essay Contest***

### ***How to enter the Wrangler Rugged Wear Adventures Essay Contest***

**ASSIGNMENT:** Write a story about your favorite outdoor adventure and how clothing played a role in its success.

**WHO CAN ENTER:** All outdoor writers and broadcasters who belong to an association of outdoor communicators in the U.S. or Canada.

**LENGTH:** From 150 to 200 typewritten words on one side of an 8.5 X 11 page.

**HOW TO ENTER:** Mail your typewritten entry to Wrangler Rugged Wear Adventures, 5253 Dover St. NE, St. Petersburg, FL 33703. Attn: Bill AuCoin. (Note: Each person may submit only one entry in any year.) On the same page, enter your full name, byline, mailing and shipping addresses, and list the outdoor writer organization(s) of which you are a member.

**WINNERS:** Wrangler Rugged Wear will periodically select and announce monthly winners. Entries not selected will remain eligible for the contest until the end of the year in which they were submitted. Wrangler Rugged Wear reserves the right not to select a winner on any given month and may discontinue the program at any time.

**PRIZES:** Each winner will be awarded a certificate good for three pants or jeans and three shirts from Wrangler Rugged Wear.

**OWNERSHIP RIGHTS:** Your essay is your property. You own the copyright. You deserve all the credit. However, winners also grant Wrangler the rights to publish their essays and/or to grant others the right to publish their winning essays online.

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