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## FOR IMMEDIATE RELEASE

### **Sitka Gear Diverge Photo Contest: Voting Now Open!**

Immerse Yourself in the Hunt and Vote for Your Favorite Photos

Bozeman, MT – SITKA Gear, the industry leader in performance hunting gear, has ramped up their 5<sup>th</sup> annual Diverge Photo Contest, a challenge to hunters across North America to see things differently – to uncover the journey behind each and every hunt. Images from photographers have poured in, and the time has come for you to place your votes to decide who has best expressed the divergent lifestyle.

More than 10,000 photos have been submitted on Facebook and Instagram with the #Diverge5 hashtag, and the SITKA Team has selected 30 Finalist photos ([www.sitkagear.com/diverge](http://www.sitkagear.com/diverge)) – 10 in each category of Big Game, Whitetail and Waterfowl.

“It’s always exciting to look through and see the Diverge submissions,” said SITKA Founder Jonathan Hart. “Not only is it interesting to see an individual’s perspective from their hunt, but the excitement and passion that’s behind that image is what we at SITKA aim to instill upon each other. Sometimes I get more excited and intrigued about the hunts I see through these images than hunts that I’ve gone on myself.”

Voting for the finalists is open now through December 15, 2016, to Sitka’s fans. The winner in each category will be crowned a Grand Prize Winner of the 5<sup>th</sup> Annual Diverge Photo Contest.

The prizes available to winners include:

- *30 Jury Selection Winners:* GoPro Hero4 Black, \$300 in SITKA Gear, and a SITKA Diverge cap
- *3 Grand Prize Winners:* \$3,000 in SITKA Gear, all-expenses-paid trip for 2 with VIP access to the SITKA Gear Rendezvous, GoPro Hero4 Black, SITKA Diverge cap, and photos published in SITKA Insight Magazine, at SITKAgear.com, and/or select national hunting publications.

### **About Sitka Gear**

Sitka Gear, based in Bozeman, Montana, created and leads the technical hunting apparel category. The company is recognized for its commitment to continually improving the hunting experience and supporting wildlife conservation. Sitka Gear products work together in systems, and each piece is designed and tested by the company’s core hunters, athletes, and ambassadors. Sitka Gear is owned by W. L. Gore & Associates, an advanced materials company well known for GORE-TEX® fabrics and many other industry-leading innovations that provide durable comfort and protection to outdoor enthusiasts. Go to [sitkagear.com](http://sitkagear.com) to learn more about how Sitka Gear helps the driven focus on their pursuits.