

## MUSTANG SURVIVAL NAMES FORMIDABLE MEDIA AGENCY OF RECORD

*Partnering with one of the top outdoor lifestyle agencies in the U.S. builds on Mustang Survival's growth into the paddling, action water sports, and recreational water sports categories for SS22*

**Burnaby, BC** – [Mustang Survival](#), the North American brand known for innovative solutions for the most demanding marine environments, is excited to announce a new partnership with Boulder, Colorado-based [Formidable Media](#).

Formidable will support Mustang with public relations, crisis communications, trade show activation, media events, and other media-related consulting. Formidable brings more than 40 years of combined experience in the outdoor, paddling, angling, water sports and active lifestyle industries to the table.

Mustang Survival Senior Marketing Manager, Anja Mueller, says partnering with an agency like Formidable is part of the brand's natural evolution. "As Mustang Survival continues to grow, we're excited to work with Formidable's experienced team to extend our reach in the outdoor recreation and marine markets. With both parties being innovators in their respective fields, it's a natural match."

Scott Kaier, Public Relations Director for Formidable, will head the account. A former senior account executive and business development officer for Verde Brand Communications, Scott knows his way around the media world and the aisles of industry trade shows like few others. He was previously the in-house PR lead at Kelty, Sierra Designs, and Ultimate Direction, where he is credited with helping launch new categories and securing countless top-tier media placements. Before that, he helped lead the boutique PR and communications firm Pale Morning Media, working in the paddlesports vertical for more than 15 years. When he's not connecting client brands with top media influencers, you'll likely find him cycling, running, and skiing.

With Mustang Survival's recent acquisitions of Ocean Rodeo and MTI, the brand is positioned to carry its undisputed leadership in offshore safety to new genres and new generations of watersport enthusiasts globally.

### **About Mustang Survival**

Established in 1967 by Irv Davies, the inventor of the world's first Floater™ Coat, Mustang Survival has been designing and manufacturing lifesaving solutions for more than 50 years. Through constant innovation and inspired technical solutions, Mustang Survival strives to bolster performance, encourage exploration, and inspire adventure in the marine environment. We are committed to the protection and enhancement of those who push themselves to extremes whether for work, duty, or to escape the daily grind. Headquartered in Burnaby, BC, Canada, Mustang Survival has more than 250 associates across the US and Canada. For more information, visit [www.mustangsurvival.com](http://www.mustangsurvival.com).

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