



FOR IMMEDIATE RELEASE

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Ten New Official Arrowhead Logo Products Released

Fort Washington, PA – Through a special licensing agreement with the National Park Service (NPS), Eastern National is able to produce Arrowhead products and make them available to NPS employees and alumni and others who play a vital role in NPS programs.

The NPS Arrowhead committee approved ten new Arrowhead items for 2004. The following items feature the official NPS Arrowhead logo and are now available from Eastern National:

- **Leatherman Tool** - The Leatherman Pocket Survival Tool packs over a dozen essential tools into one compact package. Weighs 5 ounces. 4" closed, 6-1/4" open. Nylon carrying case with belt loop included. Item# 8-1141. Retail price: \$49.95 each.
- **Arrowhead Sports Bag** - Polyester sports tote features a U-shaped top zipper for easy access, gusseted pockets at each end and a gusseted zippered side pocket. This sturdy black bag has a detachable shoulder strap and a reinforced bottom with board and studs. 22"W x 11-1/2"H x 10-1/2"D. Item# 8-1142. Retail price: \$29.95 each.
- **Arrowhead Short-Sleeve T-Shirt** - Each short-sleeved t-shirt is a preshrunk 100% heavyweight cotton jersey, available in black or khaki green. These 6.1 oz. shirts feature the Arrowhead logo embroidered on the left chest, 'USNPS' on the left sleeve, and 'National Park Service' across the back collar. Both colors are available in adult sizes. **Black**, Item #: 8-1143 (S), 8-1144 (M), 8-1145 (L), 8-1146 (XL), 8-1147 (XXL); **Khaki Green**, Item # 8-1148 (S), 8-1149 (M), 8-1150 (L), 8-1151 (XL), 8-1152 (XXL). Retail price (S-XL): \$14.95 each. Retail price (XXL): \$16.95 each.
- **Fleece Lap Blanket** - Stay warm and comfortable with a super-cozy polyester micro-fleece blanket, featuring an exclusive anti-pill finish on both sides. Conveniently rolls up to just 12"W x 6"H and comes with a free carrying strap. Forest green with the full-color Arrowhead logo embroidered on one side. 60"W x 50"H when flat. Item# 8-1163. Retail price: \$26.95 each.
- **Arrowhead Luggage Tag or Key Loop** - The Arrowhead luggage tags and key loops are made from soft calfskin in classic British Tan color. The luggage tag features the Arrowhead logo blind-stamped on one side and 'USNPS' on the other, along with a picture window for your business card or the enclosed ID card. The key loop has 'USNPS' on one side, while both items feature durable silver snaps and quality craftsmanship. 8-1168 (luggage tag), #8-1169 (key loop). Retail price: \$7.95 each.

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- **Crystal Paperweight** - The official Arrowhead paperweight is made from pure 30% sparkling lead Asfour crystal, and the logo is expertly engraved with a 3D lasering system. Makes a great employee or volunteer recognition gift. Approximately 2"W x 3"H x 1"D. Item# 8-1170. Retail price: \$17.95 each.
- **Umbrella** - This full-size umbrella will fit nicely in your golf bag or in the back seat of your car. The sturdy fiberglass frame has a matching handle, along with white and green panels sporting the full-color Arrowhead logo. 60" arc, 52" spread. Item# 8-1167. Retail price: \$22.95 each.

The following products will be available later this summer:

- **Long-sleeved t-shirt (available in white or black; adult sizes S-XXL)** – *end of July 2004*
- **Sterling Silver Charm** – *middle of August 2004*
- **Tote Bag** – *middle of August 2004*

Please check www.ArrowheadStore.com for updates on product availability.

The sale of Arrowhead merchandise is limited to NPS employees and alumni, Volunteers-In-Parks and other NPS partners, such as cooperating association employees or friends group members. Custom embroidery is available with a 24-quantity minimum for each product. Free shipping for orders over \$200. No discounts are available for Arrowhead products.

To order, please contact Eastern National customer service by phone toll-free (877) NAT-PARK (628-7275) between 9 a.m. – 5 p.m. Eastern Time; by fax (215) 591-0903; or visit the official Arrowhead online bookstore at www.ArrowheadStore.com.

Eastern National is a non-profit organization that provides quality educational products and services to the visitors to America's national parks and other public trusts. Eastern National operates educational outlets in over 130 national parks and public lands in 30 states. Since 1947, Eastern National has donated over \$70 million to the National Park Service. For more information, visit www.easternnational.org and www.eParks.com.

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