



PRESS RELEASE

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UNDER CANVAS DEBUTS BRANDWIDE PARTNERSHIP WITH GIBSON

The upscale, outdoor hospitality brand enhances its guest programming through new collaboration with the leading iconic guitar brand

BOZEMAN, Mont. (May 19, 2021) – Today, Under Canvas announces a new partnership with the iconic guitar brand, Gibson, to further enhance the guest experience across its nine locations for the 2021 season. Guests will have complimentary access to the beautiful new acoustic guitar collections from the brand including the Epiphone Inspired by Gibson and Masterbilt Collections when staying at any Under Canvas location including Yellowstone and Glacier in Mont.; Moab, Zion and Lake Powell-Grand Staircase in Utah; Mount Rushmore in S.D.; Great Smoky Mountains in Tenn.; Grand Canyon in Ariz.; and Acadia in Maine.

“Strumming a guitar by the fire with family, friends and new connections is synonymous with time well spent in the outdoors” said May Lilley, CMO of Under Canvas. “We are excited to announce this collaboration with Gibson, as part of our growing suite of lifestyle brand partners who are loved by our guests and elevate our on-site programming through sensory and shared experiences.”

Through an onsite lending program found at each of the nine Under Canvas main lobby tents, including the two newest locations that opened this season Under Canvas Acadia and Under Canvas Lake Powell - Grand Staircase, guests are encouraged to pick up and enjoy a Gibson guitar at their leisure, with varying models across the camps available including J-45, Hummingbird, J-200, Masterbilt Texan, and Masterbilt Frontier. Guests will have access to thousands of songs via complimentary access to the new Gibson App, designed for players of all levels, to learn how to tune-up and take lessons from anywhere. This new collaboration will give guests the chance to create their own soundtrack in the outdoors, in-tent, or around the fire, while staying on property and enjoying time in nature. Additionally, guests of Under



Canvas can purchase any Gibson guitar after their stay and receive an exclusive discount, so the memories and melodies needn't end when their stay does.

"The collaboration between Gibson and Under Canvas is truly an idealistic fit merging the beauty of the great outdoors brought to you by Under Canvas with the soulful sound of an Epiphone acoustic guitar," said Krista Gilley, Director of Brands of Gibson Brands. "We are thrilled to be part of the guest experiences and enhance their memorable destination vacation."

A stay at Under Canvas allows guests to explore the best of America's wonderful national parks, monuments and outdoor spaces with ease and comfort. Following a day of exploring the outdoors through one of Under Canvas' new Adventure Packages, guests can unwind by the fire pits onsite while strumming a Gibson guitar or listening to live acoustic music by local talent and enjoy complimentary s'mores under a starlit sky. Since opening the first camp nine years ago near West Yellowstone, Under Canvas has dedicated itself to connecting guests to the outdoors and to each other through experiences that immerse travelers into nature in an inherently spatially distanced way. Under Canvas believes that being outside doesn't necessarily mean 'roughing-it' and that nature as well as music inspires and connects friends and family while also committing to sustainably conscious efforts that leave a minimal footprint. Opening dates for the 2021 season are as follows: Moab on March 4; Zion on March 11; Lake Powell - Grand Staircase on April 1; Great Smoky Mountains on April 1; Grand Canyon on April 15; Mount Rushmore on May 6; Acadia on May 13; Yellowstone on May 20 and Glacier on June 10. Reservations for all camps are now available at www.undercanvas.com.

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ABOUT UNDER CANVAS

Under Canvas is the ultimate outdoor destination hospitality experience, connecting people to each other, to extraordinary places, and to the planet. Its upscale, safari-style accommodations perfectly embrace their natural surroundings while featuring indoor luxuries, allowing everyone to discover their outdoor self in comfort and style. Under Canvas currently operates nine locations in Yellowstone and Glacier in Mont.; Moab, Zion and Lake Powell-Grand Staircase in Utah; Mount Rushmore in S.D.; Great Smoky Mountains in Tenn.; Grand Canyon in Ariz.; and Acadia in Maine. For more information, please visit www.undercanvas.com.

ABOUT GIBSON

Gibson, the leading iconic guitar brand, has shaped the sounds of generations of musicians and music lovers across genres for 127 years. Founded in 1894 and headquartered in Nashville, Gibson Brands has a legacy of world-class craftsmanship, legendary music partnerships, and progressive product evolution that is unrivaled among musical instrument companies. The



Gibson Brands portfolio includes Gibson, the leading guitar brand, as well as many of the most beloved and recognizable music brands, including [Epiphone](#), which has been on every stage since 1873, [Kramer](#), the original MADE TO ROCK HARD guitar brand, [MESA/Boogie](#), the home of tone, and [KRK](#), behind great music for over 30 years. Gibson Brands is dedicated to quality, innovation, and sound excellence so that music lovers for generations to come will continue to experience music shaped by Gibson Brands. Learn more at [Gibson.com](#) and follow us on [Twitter](#), [Facebook](#), [Gibson TV](#), and [Instagram](#).

ABOUT EPIPHONE

For over 140 years, Epiphone has been a leading innovator in instrument design with models like the Casino, the Texan, and Masterbilt Century Archtop Collection. Epiphone began as the "House of Stathopoulos" family business in Sparta in the 1870s and rose to fame during the jazz age in Manhattan before joining Gibson brands in 1957. Today, Epiphone continues to make history from its headquarters in Nashville, TN. Epiphone offers innovation, history, and a lifetime guarantee. Whether you are learning your first song in your bedroom, or rocking an arena, Epiphone has always been there, for everyone, for every generation, for every stage. For more information, visit: [Epiphone.com](#) and follow us on [Twitter](#), [Facebook](#), [YouTube](#), and [Instagram](#).