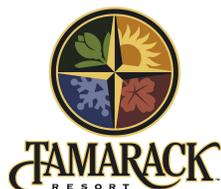


News Release

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Tamarack Resort and Proof Eyewear Announce Partnership

Boise, Idaho –Tamarack Resort and Proof Eyewear have announced a renewed partnership for the upcoming winter season. Both companies take pride in Idaho’s rich heritage and recreational opportunities. The partnership forges an authentic local passion for the Gem State. Both Tamarack and Proof share similarities in the vision that they each have for Idaho’s potential and are ready to put Idaho in the spotlight it deserves.

“Personally, I’ve spent the past ten years watching Tamarack develop into this incredible resort which makes it even more exciting to be partnering with them. The resort has great vision with an exciting future ahead. We’re both young companies in comparison to others in our industries, which breeds pure creativity. I love the state of Idaho and any chance we get to work with other Idahoans is great.” Tanner Dame, CEO of Proof Eyewear

The partnership will provide special incentives to homeowners at Tamarack Resort, employees and customers of both Tamarack Resort and Proof Eyewear. Both companies plan to combine forces in upcoming projects to share Idaho’s homegrown story to larger audience.

“A partnership between Proof Optics and Tamarack is a natural fit. Our brands share the same DNA, and that’s evident as we consistently see guests visiting the resort and wearing Proof Eyewear.” Brad Larsen, General Manager of Tamarack Resort

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About Proof

Proof was founded in 2010 by 3 brothers who grew up with sawdust in their veins working in the family mill and exploring the Idaho outdoors. The startup provides products handcrafted from sustainable materials including FSC-certified wood, cotton-based acetate, and repurposed skateboard decks. Proof stands firm on three principles: heritage, sustainability, and giving back. The bird logo represents the belief, “Everyone has wings to fly, some just need a little help.”

To learn more: wantproof.com

About Tamarack

Tamarack Resort is a four-season resort located in Donnelly, Idaho. Tamarack Resort has the largest snowmaking system in Southeast Idaho, which makes the snow conditions more reliable, even when Mother Nature doesn’t deliver. During the summer, the resort is home to mountain biking, hiking, rafting, and watersports on Lake Cascade.

To learn more: TamarackIDAHO.com