



## **NORTH CAROLINA'S EASTERN REGION**

### **North Carolina's Eastern Region**

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### **PRESS RELEASE**



## **FIELD & STREAM AND OUTDOOR LIFE SELECT THE ORIGINAL LOG CABIN HOMES FOR 2010 CABIN OF THE YEAR**

New York, NY—March 24, 2010—Bonnier's Outdoor Group, publishers of *Field & Stream* and *Outdoor Life*, today announced that it has selected The Original Log Cabin Homes to build the 2010 Cabin of the Year: A Sportsman's Dream. The cabin, being built on 500 acres in eastern Kansas, will be chronicled in *Field & Stream* magazine and *Field & Stream* and *Outdoor Life* online properties throughout the year to a total audience of more than 35 million. The cabin will break ground in March and is scheduled to be completed in September.

“Our readers are real home do-it-yourselfers so projects like this are right up their alley,” says Eric Zinczenko, Group Publisher of *Field & Stream*, *Outdoor Life* and *Shot Business*. “Every sportsman wants a cabin in the country and working with The Original Log Cabin Homes we’re going to build the ultimate

Sportsman's Dream home. Our audience is spending on home improvement and remodeling and this is a project that will speak directly to their aesthetic so we're really looking forward to the results."

The 2010 Cabin of the Year: A Sportsman's Dream will be forefront for *Field & Stream* and *Outdoor Life* readers from inception to completion through a combination of print, online and sweepstakes coverage. *Field & Stream* will feature the home in print, beginning in June, while a dedicated micro-site will chronicle the home with video, photo galleries and blogs. One lucky winner and a friend will also win a trip to stay in the cabin and hunt for eastern Kansas whitetail through a sweepstakes set to launch in May.

"We are proud of our commitment to our customers by providing the best quality and service in the log home industry," says Stephen Brumfield, National Sales Director for The Original Log Cabin Homes. He went on to say, "It is this commitment that sets our company apart as exemplified in the selection for The Cabin of the Year."

The Original Log Cabin Homes President, Tom Vesce, in his acceptance of the selection said, "We are deeply honored that many were considered, only we were selected!"

The cabin will be custom designed and hand-crafted by The Original Log Cabin Homes to meet sportsmen's cabin owning dreams. The home is set to include four bedrooms, two-and-a-half baths, full kitchen, laundry facilities, open area living room with a stone fireplace, workshop, garage with storage for equipment, spacious deck and more.

*Field & Stream* and *Outdoor Life* selected eastern Kansas for The 2010 Cabin of the Year for the area's well-known access to legendary hunting. In addition to world class whitetail hunting, the area is also known for turkey, waterfowl and bass fishing, all of which will be available on the home's property.

Additional partners to-date on the *Field & Stream* and *Outdoor Life* 2010 Cabin of the Year: A Sportsman's Dream include: Cabela's, retail outfitter of hunting, fishing, and outdoor gear, will be outfitting the interior of the cabin by providing furnishings from the retailer's home line of products.

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#### **ABOUT LOG CABIN HOMES:**

Since 1987, Log Cabin Homes, The Official Log Home of Cabela's® has become one of the foremost log home and cabin manufacturers in the world. From cabins to castles, Log Cabin Homes provides standard or custom designs to fit your individual needs. Offering cedar, cypress and pine log home and cabin packages in log sizes up to 12 inches; Log Cabin Homes ships to all 50 states and more than

80 countries around the world. Call toll-free 1.888.562.2246 or visit The Original Log Cabin Homes Web site at [www.logcabinhomes.com](http://www.logcabinhomes.com) for all the exciting details.

### **About Cabela's Incorporated**

Cabela's Incorporated, headquartered in Sidney, Nebraska, is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the Company's founding in 1961, Cabela's® has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter®. Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB® Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock is traded on the New York Stock Exchange under the symbol "CAB".

### **ABOUT *FIELD & STREAM*:**

*Field & Stream*®, The World's Leading Outdoor Magazine, is the country's largest special-interest title and most recognized outdoor publication. Devoted to the complete outdoor experience and lifestyle, *Field & Stream* ([www.FieldandStream.com](http://www.FieldandStream.com)) gives its readers the knowledge and inspiration to pursue the sports they love. It celebrates the outdoor experience with great stories, compelling photography and sound advice, while honoring the traditions hunters and fishermen have passed down for generations. Established in 1895, *Field & Stream* is published 11 times per year by the Bonnier Corporation.

### **ABOUT *OUTDOOR LIFE*:**

*Outdoor Life* is the source for hunting and fishing adventure. *Outdoor Life* ([www.outdoorlife.com](http://www.outdoorlife.com)) provides technical information and insight to the more experienced outdoorsman, including field reports and gear guides to supply the hands-on hunter or angler with the most current knowledge about their passion, supplemented with the latest techniques, tactics and tips. *Outdoor Life* achieves this by featuring how-to articles written by the experts in the field, the best and most captivating adventure stories from the woods or on the water, comprehensive regional coverage of the best hunting and fishing opportunities in specific areas and annual gear tests conducted by the *Outdoor Life* editors. *Outdoor Life* is published 10 times a year by the Bonnier Corporation.

The Bonnier Corporation ([www.bonniercorp.com](http://www.bonniercorp.com)), one of the largest consumer-publishing groups in America and the leading media company serving passionate,

highly engaged audiences through more than 40 special-interest magazines and related multimedia projects and events.

North Carolina's Eastern Region is a 13-county partnership established by the General Assembly to promote economic development in Nash, Edgecombe, Wilson, Lenoir, Pitt, Wayne, Greene, Duplin, Jones, Onslow, Pamlico, Craven and Carteret Counties. The region encompasses almost 7,000 square miles and approximately one million residents.

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