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FOR IMMEDIATE RELEASE

Atwater Carey Offers Access to Wilderness Medicine Authorities

"Ask the Expert" Program Provides Consumers with Invaluable Outdoor Safety Advice

Jackson, Wis. – Atwater Carey®, the most trusted name in wilderness medicine, offers consumers who purchase the company's first aid kits free membership to its "Ask the Expert" program. This helpful service provides consumers with around-the-clock access to wilderness medicine experts, including Buck Tilton, co-founder of the Wilderness Medicine Institute of NOLS and one of the world's premier outdoor authorities.

To take advantage of the "Ask the Expert" program, those who purchase an Atwater Carey first aid kit can simply enroll in the program online at **atwater-carey.com** and then obtain answers to a wide variety of questions about health and safety in the outdoors, including medical-related questions or even advice about hydration and appropriate gear for different conditions. Members may also register to receive a free monthly newsletter from Atwater Carey's exclusive outdoor experts.

"Only Atwater Carey offers such easy access to outdoor experts of this caliber," said Mike Kermendy, director of marketing for Wisconsin Pharmacal, the parent company of Atwater Carey. "Anyone can purchase a standard first aid kit. But, our kits are different – we're dedicated to making sure that those who choose Atwater Carey can learn how to use their kit so they're properly prepared when it's needed."

Atwater Carey is an industry-leading manufacturer of premium, activity specific first aid kits. The company's products are crafted of the highest quality materials to ensure greater longevity and durability for both indoor and outdoor use. Additional details about Atwater Carey's complete product line can be obtained by calling 1-800-558-6614. The company's first aid kits can also be viewed online at **atwater-carey.com**.

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