



Everyone Wins!

Two Patriot Place, Foxborough, MA 02035

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A chance to win a \$1,000 shopping spree at Patriot Place!

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9/15/2008

EMS expands New England Presence with NEW Foxborough Store!

Continuing the successful rollout of its new store format and expansion in New England, Eastern Mountain Sports, one of the nation's largest outdoor retailers, will host a grand opening of its new location Oct. 3, at Patriot Place, adjacent to Gillette Stadium in Foxborough, Mass.

The 14,500 square-foot store will showcase a selection of outdoor apparel and gear for camping, climbing, hiking, snowboarding and cross-country skiing, as well as visuals designed to enhance and streamline the shopping experience.

The new location becomes Eastern Mountain Sports' 15th store in Massachusetts and will not only feature sustainable building materials such as flooring, lighting and duct work but will also benefit from the sustainable design features of Patriot Place.



A grand opening community celebration will take place October 3-5, and includes a public climbing wall, mountain bike demos, free food and music. One percent of the proceeds from the grand opening weekend will be donated to the Friends of Camp St. Augustine (FOCSA) (www.townoffoxborough.us), a division of the Foxborough Recreation Department dedicated to the preservation, protection, promotion and enhancement of the 20-acre Camp St. Augustine property.

"Adding a new store in Patriot Place connects us to New England's most passionate consumers," said Will Manzer, CEO of Eastern Mountain Sports. "We know that consumers here are devoted to their hometown teams, as well as to their outdoor adventures. We look forward to joining the community and providing outdoor athletes with credible, authentic customer service from our expert staff."

The store, featuring an indoor climbing gear test area and a full-service bike shop, will host weekly trail runs and mountain biking in nearby F. Gilbert Hills State Forest. The selection of gear and apparel highlights Eastern Mountain Sports' proprietary products such as its outerwear layering system SYNC and Techwick®, its versatile, moisture management base layer. Like all other Eastern Mountain Sports stores, the new store will include Foot Gurus, sales associates specially trained to analyze feet and to custom fit athletic footwear. Reflecting demand from the local community, this store will also feature respected brands of road running footwear including Asics, Brooks and Mizuno.

"We welcome Eastern Mountain Sports, an established destination for consumers looking to go outdoors and stay active year-round," said Brian Earley, general manager of Patriot Place. "Eastern Mountain Sports is a strong brand that further enhances the variety of retailers at Patriot Place, providing consumers with valuable expertise for their outdoor adventures and a unique shopping experience."

Patriot Place's environmentally responsible and sustainable design that Eastern Mountain Sports will utilize includes the world's first on-site, solar powered trash receptacles, a waste water treatment plant and an irrigation well. The Eastern Mountain Sports Foxborough location itself will feature synthetic cork flooring and compact fluorescent lighting, as well as custom engineered fabric air ducts that do not require a landfill for disposal.

About Eastern Mountain Sports

Founded in 1967 by two New England rock climbers and based in Peterborough, N.H., Eastern Mountain Sports is one of the nation's leading outfitters of outdoor gear, clothing, footwear and accessories with 67 retail stores in 12 states. Eastern Mountain Sports designs and sells products for outdoor adventurers who participate in a variety of sports, such as mountaineering, backpacking, camping, hiking, adventure racing, climbing, kayaking, mountain biking and snow sports. Eastern Mountain Sports product and technology is tested by its product development and quality assurance teams in conjunction with the Eastern Mountain Sports Climbing, Kayaking and Ski Schools. More information is available at www.ems.com.

DIRECTORY

[Aeropostale](#)
[Bar Louie](#)
[Baskin Robbins](#)
[Bass Pro Shops](#)
[Bath & Body Works](#)
[Bed Bath & Beyond](#)
[Blue Fin Lounge](#)
[Brigham and Women's/Mass General Health Care Center](#)
[CBS Scene](#)
[CBS Store](#)
[Christmas Tree Shops](#)

NEWS

7/07/2009

[Survivor: Tocantins](#)

JT Thomas and Stephen Fishbach team up for Foxborough Regional Charter School athletics benefit

7/07/2009

[Andre Tippett Speaks at The Hall](#)

The Hall at Patriot Place presented by Raytheon Speaker Series to feature Pro Football Hall of Famer Andre Tippett on July 24

6/25/2009

[Rock The Plaza Schedule](#)

FREE outdoor concerts throughout the summer showcase the best local musicians

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EVENTS

7/10/2009

[Dave Mason](#)

7/10/2009 1:00pm

[Revolution Kids Soccer Clinic](#)

7/10/2009 10:00pm - Close DJ E Devious spins at CBS Scene!

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