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Everything we do springs from the belief that anything is possible, and from the drive to be the first, to do what's never been done. We encourage that same untamable spirit of adventure in you.

Updates by Paolo and Alyson at Eddie Bauer

Information

Founded:  
Born on the summit of Mt. Rainier (14,410'), 2007.

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DEADLINE: February 18, 2011 at 11:59 PM PST.
AWARDS: Winners (1 man and 1 women) will be chosen by the First Ascent staff in the week following the closure of the contest and will ne notified via email.

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With snow season in full swing, it's prime time for skiers to upgrade to a new setup. Get geared up by entering the First Ascent Facebook Sweepstakes for a chance to win a First Ascent Heyburn jacket-and-pant outfit, a Smith Vantage helmet and Smith I/O goggles as well as rockered K2 Coomback skis for the guys or K2 She's Back skis for the girls. This contest is officially on, so go get it done at [www.facebook.com/FirstAscent](http://www.facebook.com/FirstAscent)

