



**A taste for competition, a thirst for adventure
– the new Velez Adventure from Páramo**

This September will see the best-selling multi-activity Velez Smock from Páramo launched with a fixed hood. The subtly two-toned waterproof smock will run alongside the existing Velez for those who want a non-detachable hood – whether it's to ensure you always have head covering when you're on the hill or up a mountain, or because a fixed hood is required for competitions and events. The new Velez Adventure has evolved in direct response to customer demand, particularly competitive adventure racers who appreciate the twin front zip venting and its contribution to 'recovery' in miserable, sleepless conditions!

The Velez Smock is one of Páramo's top-selling styles – the waterproof of choice for the British Adventure Racing Champions, Team Aberdeen Asset Management, who have just retained their title in the Wilderness ARC in Scotland. It was Team Aberdeen's feedback, combined with that from other multi-activists, that encouraged Páramo to develop a fixed hood version.

The original, detachable hood version of the Velez is great for multi-activists who want to be able to go hood-free for cycling or running etc. However, the Velez Adventure's roll-away, fully-adjustable but attached hood will be a bonus for many others:

- Many competitions and events require entrants to have a fixed hood on their waterproof;
- From a safety **and** comfort point of view, it guarantees you'll always have head covering with you if conditions worsen or you're left stranded for any reason;
- It means minimal hassle on the hill when you need to put up your hood, with no danger of losing your hood on a rocky ledge or exposed, windy summit.

Otherwise the new Velez Adventure offers the same benefits for a multitude of high energy activities:

- Unique Nikwax Directional fabric that not only keeps the weather out, but pumps away more perspiration or any trapped water than any other waterproof – and is also soft, strong, supple and hard-wearing;
- Excellent ventilation via Páramo's front twin zip design, enabling rapid cooling of the core body zones;
- Cuffs that allow sleeves to be easily pushed or rolled up for fast ventilation with bite tab closures for on the move adjustment;
- Excellent freedom of movement from short, contoured cut and articulated arms;

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- Generous pocketing for storage and on-the-move access – a large, dry, ‘top-loading’ chest pocket for maps and supplies, and a zipped secure internal pocket which allows hand warming too.

The new Velez Adventure is styled with a subtle two-tone colour contrast to distinguish it from the original Velez Smock, but still has reflective strip to aid visibility.

Team Aberdeen Asset Management look forward to putting the fixed hood version of the Velez through its paces as they train for the World Championships....

“Staying positive during a tough race is critical to success... it was no surprise that the team spent so much time raving about the performance of the Velez. Warm during freezing cold nights, breathable during warm and wet days. The hood and pocket systems were a revelation, designed with function in mind, not by someone watching a set of electronic scales. We burrowed through the thickest undergrowth – a traditional ‘shell’ jacket would have been shredded in an hour. The gear worked magnificently and the team approaches the races with confidence knowing that at least one major part of our equipment won’t let us down.”

Notes to Editors

1. For more press information or further images please contact the Marketing Team on 01892 78 6447 or email Catherine.Whitehead@paramo.co.uk, Fiona.Park@paramo.co.uk or Helen.Oxley@paramo.co.uk
2. The Velez Adventure will be available nationwide from Páramo stockists from September 2006.
3. The Velez Adventure is available in Fire/ Burgundy in XS to XXL or Dark Grey/ Black in XS to XXL.
4. Average weight 720g
5. Recommended Retail Price £180.
6. Every purchase of a Velez Adventure benefits ‘at risk’ women in Bogotá, Colombia. Páramo waterproofs are manufactured in an ethical partnership with the Miquelina Foundation.
7. A revised Páramo Cap will also be launched in the Autumn.