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## **Sierra opens 17,524 s/f location in North Conway**

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North Conway, NH Sierra, the multichannel off-price retailer known for offering high- quality active and outdoor products at unexpectedly low prices, opened its new 17,524 s/f location at Northway Plaza on Saturday, August 23rd. The expansion highlights Sierra's goal to make premium active apparel and outdoor products accessible to more communities with its seventh store in New Hampshire.

The store will offer a wide selection of active and outside apparel, footwear, and gear – all from top-tier brands at prices that fit every budget. From hiking gear and accessories, lightweight layers for summer runs, camping goods and more, Sierra will bring shoppers what they need to accompany their active lifestyle.

“New Hampshire has continued to embrace the Sierra experience, and we are excited to be opening our seventh location in the state,” said Amanda Johnson, assistant vice president, marketing director Sierra. “Sierra is dedicated to providing North Conway residents with top-quality outdoor apparel, footwear and gear at affordable prices – making it easier than ever for shoppers to stay active in ways that fit their lifestyles and interests.”

To support the local community in North Conway, Sierra has made a \$10,000 donation to a non-profit organization. The donation will advance the organization's mission.

#### Store Features

- Store location: 584 White Mountain Hwy.
- Plaza details: Northway Plaza
- Store size: 17,524 s/f
- Regular hours: Monday – Saturday 9:30 a.m. to 9:30 p.m. and Sunday 10:00 a.m. to 8:00 p.m.

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