



CAIRN

PRESS KIT

JUNE 2018



Cairn. Crowdsourcing a safer outdoors

WHAT IS CAIRN?

Find and collect cell coverage in the wilderness, keep emergency contacts up to date, and track your progress. Cairn's mission is simple: Keep people safer in the outdoors. We think that getting outdoors is essential for the mind and body. But adventuring comes with inherent risks. With the Cairn iOS app you can go more places knowing that you'll be able to make an emergency call. Feel more comfortable hiking solo. Because getting to the top is optional; getting home is mandatory.

OUR STORY

Cairn was conceived by two friends in 2014 while backpacking in the Cascade Mountains. Founders [Tove Martin](#) and [Ali Alami](#) planned to meet up at an alpine lake. The lake was large and there was no cell coverage. After trudging around for a frustratingly long time, the two finally met up near dark. Neither had told anyone where they were going and when they were expected back, breaking one of the most important safety rules of the backcountry. Being technology veterans as well as avid mountaineers and hikers, they set out to use technology to help people stay safer in the wilderness.

APP FEATURES

Cell coverage maps, broken down by carrier.

Safety notifications, sent at the start and end of your trip, and if you're overdue.

Live location tracking, including phone's battery state and cell coverage at each point.

ETA, distance and elevation details for 4000+ routes, summits and trails worldwide.

Stat tracking, for recording and saving trails.

Detailed maps, downloadable and optimized for adventuring offline.

Battery settings that allow control of phone battery consumption.

'I'm OK' messaging; Cairn keeps trying to send until successful.

KEY POINTS

- Cairn users have gathered more than **four million points** of cell coverage on trails in **90 countries**.
- Over **4,000 safety notifications** sent per month
- Useful for hikers, climbers, runners, backpackers, cyclists, backcountry skiers, boaters, anglers, and more.

PRICING

\$4.99 monthly or \$26.99 yearly

FIND US ONLINE

iOS App store

<https://goo.gl/egUkzi>

Website

<http://cairnme.com>

Blog

<http://blog.cairnme.com>

Facebook

<http://facebook.com/cairnapp>

Twitter

<http://twitter.com/cairnme>

Instagram

<http://instagram.com/cairnapp>

IN THE NEWS

Backpacker Magazine

[The 10 Best Apps For the Outdoors](#)

Outside

[These 5 Apps Make Summer Adventuring a Lot Easier](#)

Modern Hiker

[Cairn App for iPhone](#)

Geekwire

[Hiking safety app Cairn is creating a cell coverage map for the wilderness](#)

GET IN TOUCH

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Testimonials

"The feeling of relief, how grateful I was that we had the app, is something that will stick with me for a while. I'm a true believer in this app now and will continue to use it on every trip I take."

JAKE TONNESSEN (FACEBOOK)

"We are using it in Puerto Rico during our hurricane relief work. We have been using it to map forest studies in the jungle while rebuilding the farm and homestead and roads around patillias. You guys are amazing and I can't find any way to give you money for this app please tell me how."

MATTHEW MULLINNIX (EMAIL)

"In southern Oregon I was able to help out some other hikers who needed to call their pick up but couldn't find cell coverage."

DANIEL BRIGGS (ITUNES)

"Love your app and use it almost daily when I go out with my dog."

JUNE MANSFIELD (EMAIL)

"If you have loved ones who hike or climb, then I can't recommend the Cairn app enough."

@SHEIGH (TWITTER)

"Love that every hike contributes info other hikers can use!"

BIRD9876 (ITUNES)

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