



evo Celebrates 25 Years With a Week of Community, Film, Music and Giving Back in Seattle

The Seattle-born company celebrates 25 years with a week of film, music, outdoor events and community, culminating in its October 3 anniversary celebration.

SEATTLE, WA, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- [SEATTLE](#), Wash. — September 29, 2026 — [evo](#), the Seattle-based outdoor retailer specializing in ski, snowboard, mountain bike and outdoor gear and experiences, will celebrate its 25th anniversary this week with a series of events honoring the people, sports and culture that have shaped the company since its founding in Seattle in 2001.

At the center of the week is evo's 25th Anniversary Celebration on October 3 at evo's Seattle campus, bringing together customers, employees, athletes, industry partners, artists and friends. The celebration will feature live music from DRAMA alongside premieres from Atomic and Arc'teryx, including Mountains of the Moon.

The anniversary extends across the week with a mountain bike race at Raging River, a community run through Seattle and a night celebrating 25 years of ski and snowboard film.

"Twenty-five years ago, I was shipping skis and snowboards out of my garage, driven by a love of the outdoors and the idea of helping more people get outside. I never imagined where it would lead," said evo Founder and CEO Bryce Phillips. "What I'm most proud of is the incredible community that's grown around evo — our employees, customers, athletes, artists, partners and friends. This week is about celebrating them. And 25 years in, it still feels like we're just getting started."

From a Seattle garage to something much bigger

evo was founded in Seattle in 2001 by Bryce Phillips as evogear.com, initially selling ski and snowboard equipment online from his garage. But the idea behind evo started before the business itself — on a mountain in Oregon, when Phillips' uncle bought him his first lift ticket.

That experience helped shape an idea that has remained central to evo for 25 years: outdoor sports have the power to connect people and build community.

What started as an online ski and snowboard retailer quickly became something broader. The garage became a warehouse and eventually a store, with evo's Seattle spaces becoming gathering places for skiing and snowboarding, art, film, music and the community surrounding those cultures.

Over the next two decades, evo expanded into mountain biking and other outdoor sports, opened stores across the U.S. and Canada, and expanded into travel and [hospitality](#). The company later crossed the Pacific into Japan, where its presence today includes Rhythm Japan, evo Hotel and evoTrip experiences.

Through that growth, Seattle has remained evo's home

25 years of ski, snowboard and film

evo's history has unfolded alongside an extraordinary 25 years in skiing and snowboarding.

From the progression of freeskiing and snowboarding in the early 2000s to the athletes, style and filmmaking pushing the sports forward today, evo has been right there with it — hosting premieres, supporting athletes and filmmakers, and creating spaces where the community could come together.

For the anniversary, evo partnered with Matchstick Productions to create a special edit featuring some of the most memorable ski segments of the past 25 years — celebrating the progression, personalities and moments that helped define a generation of skiing.

The celebration also includes retrospectives from CAPIA Snowboards and Seattle-based production house Think Thank, recognizing the filmmakers, riders and creative culture that have shaped snowboarding.

Together, the films celebrate 25 years of ski and snowboard culture — and evo's place within it.

Coming home to Seattle

The anniversary comes home to Seattle with events built around the communities that have grown alongside evo:

evo 25th Anniversary Bike Race at Raging River — bringing the mountain bike community together on the trails.

25 Years of Film Watch Party — featuring Matchstick Productions alongside retrospectives from CAPIA Snowboards and Think Thank.

Run the Beat Group Run — bringing running, music and community together in Seattle.

evo 25th Anniversary Celebration — October 3 — the centerpiece of the week, featuring live music from DRAMA and premieres from Atomic and Arc'teryx.

Together, the events bring skiing, snowboarding, biking, running, film, art and music together in the city where evo began. The week is designed as a reunion as much as an anniversary — celebrating the people who have been part of evo's first 25 years while welcoming the next generation.

25 years of giving back

Giving back has been part of evo's DNA from the beginning. Every evo employee receives 40 hours of paid volunteer time each year, and every store has a team dedicated to getting involved in its local community.

Over its first 25 years, evo has donated more than \$5 million and contributed more than 60,000 volunteer hours to organizations working in the communities where evo operates.

Winter is still at the heart of evo

From its roots in skiing and snowboarding, evo has grown into a leading destination for winter gear and expert services including tuning, boot fitting and equipment setup.

But the connection to winter has always extended beyond the gear. It lives in the anticipation of the first storm, the films that get people excited for the season, the conversations in the shop and the days outside that become lifelong memories.

While evo has grown far beyond its original Seattle garage, the idea at its center remains the same: bring people together around the things they love to do outside.

Twenty-five years in, evo is just getting started.

About evo

Founded in Seattle in 2001 by Bryce Phillips, evo is an outdoor retailer and experiences company specializing in ski, snowboard, mountain bike and outdoor gear, services and experiences. evo serves customers online at evo.com and through its network of retail stores and related travel and hospitality businesses across North America and Japan.

evo operates 12 retail stores across the United States and Canada, alongside eight Rhythm Japan locations in Niseko, Hakuba and Furano. Its broader ecosystem includes evoTrip adventure travel, evo Hotel locations in Salt Lake City, Hakuba and Tahoe City, and All Together Skatepark in Seattle.

evo's purpose is to build human connection through the outdoors, connecting people through gear, services, travel, hospitality and community experiences.

For more information, visit evo.com. Editorial assets are available upon request.

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