

Algonquin Outfitters

The Heart of Muskoka's Outdoor Adventure Culture

BY ANNA CIPOLLONE
PHOTOGRAPHY COURTESY OF ALGONQUIN OUTFITTERS



Algonquin Outfitters located at 86 Main Street East, Huntsville, Ontario.

For 60 years, the family owned and operated company has offered up everything from canoe rentals and camping gear to technical clothing and accessories, engaging and inspiring its community to get outside in every season.

Founded by Bill and Wendy Swift, Algonquin Outfitters started as a single outpost serving the athletic and nature-bound expeditioners of Muskoka in 1961. "Bill had come to a camp in Algonquin Park as a youth and fallen in love with it," says Marketing Manager Randy Mitson. "He was working for Eastman Kodak in Rochester, NY, at the time and decided he was interested in relocating to Canada and founding a great outdoor adventure company." Now owned by second generation Rich Swift - Bill Sr.'s son - and Sue Swift, along with the third generation working hands-on in the company, at its roots it's a very family-oriented business. That dedication to how the company is run spreads itself to the surrounding community through support of several charitable foundations, contests and

live events that keep the community engaged year-round. "We're a very unique, diversified company," explains Mitson. With 12 stores, all within Algonquin Park, Muskoka, and Haliburton, each location is different with its own selection and flavour to offer. "Since all our stores are in our own backyard, we kind of compete with ourselves," he says.

The Huntsville store is the company's retail powerhouse, with an impressive selection of stylish, technical clothing, and outdoor gear for both men and women. From the canoe tripping stores at Oxtongue Lake and Lake Opeongo, to the Lake of Two Rivers restaurant and general store, to the retail stores in Bracebridge, Port Carling, Haliburton and Minden, every location has its own vibe that extends from the tradition and culture of Algonquin



Algonquin Outfitters' Port Carling location is a relatively new addition to the Algonquin Outfitters family. Located at 119 Medora Street Steamboat Bay Port Carling, Ontario.



Algonquin Outfitters carries everything from hiking, canoeing, and kayaking gear, to the necessities of lounging fireside.



AO Swiftys Surf and Snow is a new addition to the Algonquin Outfitters family. Located at 60 Manitoba Street Bracebridge, Ontario.

Outfitters as it still exists today. During the winter, find Algonquin Outfitters at ski hills Hidden Valley and Sir Sam's; in the summer, a whitewater school on the Gull River between Haliburton and Minden is open to anyone who wants to try paddling white water kayaks with the guidance of an instructor.

"Right now, there's a big demand for outdoors," says Mitson. And with last year's supplier shortages on bikes and certain kayak brands, the company is working hard to prepare for what's sure to be its busiest season yet. "We are doing everything possible to keep stock and get people the products they want."

"Rich and Sue believe in supporting local community charities and it's key to our business," says Mitson, noting that several endeavours and events throughout the year benefit different local organizations. >>

The company supports Huntsville-based food bank The Table Soup Kitchen Foundation every fall with a coat drive that typically brings in 100 coats, while a Christmas charity provides a couple of families in need with everything on their Santa wish list. With the biennial paddle art charity, contributors design paddle blanks that are auctioned off online - with everything from an electric guitar paddle to a stained-glass paddle, there's an impressive range of creativity that often goes beyond decorative painting.

Contests like the annual Ice Out contest asks entrants to guess the ice out date for Lake Opeongo to win a gift card, while the monthly photo contest and gift card draw give plenty of ongoing opportunities to win. As we all prepare for a much-needed summer season ahead, our collective thirst for the great outdoors and connection to nature, exploration, and nearby adventure is more prevalent than ever before. Algonquin Outfitters offers all this as a pillar for community that inspires, engages and supports locals in their quest for well-being and leisure across all four seasons. 🍷



Algonquin Outfitters offers everything from canoe rentals and camping gear to technical clothing and accessories.

Earth Tones, Nature's Neutrals and Sweet Sunset Hues Are on the Horizon for Spring and Summer

Gear up for the warm months ahead with fashion picks primed for cottage season—for everything from hiking, canoeing, kayaking and, of course, lounging fireside.

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**Helly Hansen
Thalia Dress**
\$89.98



**OBOZ Sypes Low
Hiking Shoe**
\$189.98

**Fjallraven Abisko
Lite Short**
\$135.00





L.L. Bean Anorak
\$99.98



Mountain Khaki Spalding Shirt
\$69.98

Patagonia Baggies Shorts in Mellow Melon
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Vuori Ripstop Climber Pant
\$104.98



Herschel Fifteen Hip Pack
\$39.98



OBOZ Sypes Mid Hiking Shoe
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Patagonia Lightweight Synchilla Fleece Pullover in Mangrove/Henna Brown
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Patagonia Better Sweater Fleece Jacket
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Fjallraven Abisko Trail Tight
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