

For Immediate Release



All change at EOG Association for Conservation

Zug, Switzerland, August 2007 - In July the EOG Association for Conservation held its first AGM. All members were invited to attend a lunch event which also included announcements of the first conservation projects to receive funding. Presentations were made by three of the five projects being supported during 2007. In this the first year of the existence of the EOG Association for Conservation the not-for-profit organisation has managed to fund five projects to a total of EUR€125,000.

New membership level introduced

The July AGM also provided a platform for members to agree to a new level of membership. A lower level has been introduced to allow even the smallest company the opportunity to support conservation. A company, brand, supplier, retailer, publisher or service provider with a turnover up to EUR€3 million can now join for EUR€500 per year. Membership provides a great opportunity for a company to be involved in conservation across a variety of projects instead of having to choose just one project to support. Members also have the chance to submit up to three projects for consideration for funding, this years project nominations need to be with the Association before the end of October.

New Board members

Two new Board members were voted in at the EOG Association for Conservation AGM in July. Jan Lorch, joins the Board from Vaude, Jan is the International Sales Manager at Vaude. Joining Jan is Nick Brown, President of Nikwax and Paramo. Both Nick and Jan are passionate about conservation and will bring a breadth of experience that will help with the Association's objectives.

Fundraising during OutDoor

After four busy days at OutDoor the fundraising events raised almost EUR€15,000. In addition to the main fundraising event which took place on the EOG Association for Conservation's stand, other fundraisers were also organised by Keen and Light My Fire. Most members of the EOG Association for Conservation contributed

product to the main fundraising event, which was then available to everyone attending the show for a minimum donation. The EOG Association for Conservation thanks all who participated either by contributing product or a donation. The Association aims to continue with the fundraiser at future events and hope that everyone will participate again.

The EOG Association for Conservation - Working to protect the outdoor environment for future generations.

Notes to Editors:

The EOG Association for Conservation is an initiative from the European outdoor industry with the objective of protecting the wild areas we care so passionately about. Independent from the European Outdoor Group it is designed to harness the incredible power of the outdoor industry and to raise money to donate to grass roots conservation groups.

The EOG Association for Conservation is funded by membership and other fundraising activities within the outdoor industry. 100% of membership fees go to the support of projects.

Membership is open to anyone that can demonstrate an involvement in the outdoor industry.

To find out more about the EOG Association for Conservation please go to www.eogconservation.org

Press Releases are also available on the News and Info page of the website.

Contact: Vanessa Knowles
Pebble International
Tel: +44 1942 886402
www.pebbleinternational.com