

For Immediate Release



The ‘Get Something for Something’ Fundraiser

Zug, Switzerland 18 January With the popularity and success of the EOG Association for Conservation Fundraiser at the OutDoor show in summer 2007, which helped to raise an additional EUR€15,000 for projects, the Board of the Association has decided to run the event again.

Members of the EOG Association for Conservation have once again been very generous and donated some exciting and inspirational products. Brands joining in this year include Bergans, who turn 100 in 2008; Berghaus; Columbia; Deuter; Ortlieb; Jack Wolfskin; Patagonia; Mammut and The North Face. There will also be two ispo Outdoor Award winning products from Cascade Designs.

This is a great opportunity to ‘get something for something’ - some great new gear for a small donation and be able to support conservation at the same time.

The fundraiser is taking place on **two days only:**

Monday 28 January 2pm to 3.30pm

Tuesday 29 January 2pm to 3.30pm

At the EOG Association for Conservation stand, Entrance Foyer East.

Other fundraisers

Light My Fire, Hall A6 Stand No. 216 will be offering their Sporks for just EUR€1 with all donations going to the Association.

And a brand new member GoLite is asking everyone to join them in celebrating and commemorating Andrew Skurka’s recent completion of the 6,875-mile Great Western Loop. GoLite will be raffling GoLite Skurka photographs with all proceeds going to the EOG Association for Conservation.

Tickets for the raffle are just EUR€5 and are available throughout the show from GoLite, Hall A5 stand 327. The raffle will be drawn on Wednesday 30 January at lunchtime.

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Sunday 27 January

At 17.00 hrs on the first day of ispo, immediately before the ‘Outdoor Get Together’ the EOG Association for Conservation will have a **Happy Hour** on the stand in the Entrance Foyer East – this is a great opportunity to talk to board members and staff and relax with a beer and snack to keep you going before the main event.

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.

The Association 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.

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