



EOG Association for Conservation off to a Fantastic Start

'Never doubt that a small group of thoughtful, committed citizens can change the world, indeed, it's the only thing that ever has'

Margaret Mead, American Anthropologist

Zug, Switzerland August 2006 - As an industry directly linked to the environment, the outdoor sector is only too aware of the pressure that the environment is under. The launch of



the new EOG Association for Conservation during the OutDoor Show in Friedrichshafen, Germany was a firm indication from the outdoor industry of its commitment to ensuring that we preserve and protect the outdoor environment for future generations. New President of the EOG Association for Conservation, Hervé Chabert commented after the launch "I felt the launch of the EOG Association for Conservation went extremely well and was clearly well attended. The true success now lies in the number of companies becoming members. We have had a lot of companies saying they will join. This industry seems to be ready for such an initiative, so I'm very optimistic."

Hervé's presentation at the launch showed us many of the effects that global warming is already having on the outdoor environment, showing how half the volume of Europe's Alpine Glaciers have disappeared since 1850 and that by 2100 the sea levels around the globe may have risen by between 15cm and 95cm – an important fact when you take into consideration that almost 66% of the world's population live within 60kms of the coast. His presentation went on to show how the exploitation of resources and excessive development are affecting the environment, and endangering wild places and species.

First to Join

Signing up immediately after the launch Nike ACG's General Manager, Europe, Middle East and Africa, Nigel Griffiths said that his reason for joining was simple, that companies within the outdoor sector could ill afford not to become members.

As the knowledge about the new Association grew, other new members joined Patagonia, Cascade Designs, The North Face, and the Mammut Sports Group to ensure the future success of the organisation. In quick succession behind Nike ACG were ispo, CamelBak, Haglöfs, Nikwax and Páramo.

Continued.....

Managing Director of both Nikwax and Páramo, Nick Brown is passionate about conservation and the environment. "I believe that the outdoor industry should have a special concern for the protection of the environment. The EOG Association for Conservation has the potential to harness that interest to communicate key environmental issues". Nick was also the speaker at a conference that took place on the second day of OutDoor covering Climate Change in the Mountains and how it can affect business in the outdoor sector. Looking at what has already happened to the climate Nick discussed its affect on Nikwax's business and how it is essential for businesses to consider climate change affects when planning for the future.

Special Initiative

During the show CamelBak donated EUR€25,000 to the EOG Association for Conservation from the sale of the new CamelBak Bottle. "The bottle launch was an excellent opportunity to support the new Association", said Vincent Lamoureux, general manager CamelBak International. "As we are a true outdoor brand, we feel we need to give back to the outdoors and protect the world around us! It was an easy decision to launch the new Bottle at the 2006 OutDoor Show and donate 100% of the EUR€10.00 promotional price to the EOG Association for Conservation."



Mark Held purchases the first bottle from Vincent Lamoureux

Initiatives like CamelBak's will help to increase the funds available to conservation projects.

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 fund raising activities within the outdoor industry. 100% of membership funds 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 available on the News and Info page of the website.

Contact:
Mark Held
Manager
EOG Association for Conservation
Tel: +44 1539 727255
Email: mark.held@eogconservation.org