



Press release

## Wenger steps up to support conservation

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- Wenger expands commitment to the protection of the environment
- Becomes the latest member of the outdoor industry's EOG Association for Conservation
- Adds to Wenger's current conservation support in the Wenger Patagonian Expedition Race



Wenger has expanded its commitment to a sustainable environment by joining the outdoor industry's conservation initiative in support of environmental projects around the world.

The Swiss company already supports efforts to raise awareness of environmental issues in Chilean Patagonia through its title sponsorship of the annual Wenger Patagonian Expedition Race.

By joining the EOG Association for Conservation, which has been running since 2006 and now has more than 50 members around the world, Wenger will also unite with some of the outdoor industry's leading brands to help protect some of the world's other threatened wild areas.

Wenger CEO Peter Hug said: "As an outdoor brand, Wenger is passionate about protecting the environment in which our products are used. The EOG Association for Conservation programme is an excellent initiative and it has already supported many worthy environmental causes. The projects it funds and supports all make great sense to us and work well alongside our involvement in Patagonia, so we are very excited to join and be a part of its natural expansion."

The Association, which like Wenger is headquartered in Switzerland, focuses on the protection of wild animal habitats and recreational areas around the world and it has awarded more than EUR€500,000 to 21 different projects so far. The projects supported through 2009 ranged from the protection of the red-footed falcon in Bulgaria to assistance with the 'Surfers Against Sewage' Campaign in the United Kingdom.





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Holger Bismann, the Association's president and general manager, Patagonia Europe, said: "The Association is continuing to grow at a rapid rate and we are delighted to welcome Wenger as our latest supporter. It is yet more proof that the outdoor industry is committed to an environmentally sustainable future and we look forward to working with Wenger, other supporters and members of the public to help make a real difference."

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## NOTES TO EDITORS

### **Wenger's Environmental Policy**

Wenger is committed to protecting the environment. Our mission is to set an example of environmental responsibility for colleagues, our consumers, customers, vendors and business partners. We will tirelessly demonstrate that sound business practices and environmental responsibility can coexist as the corporate world discovers that respecting our planet is relevant for both sustainability and a long term business model.

### **About Wenger SA**

Wenger was founded in 1893, in the Delemont, located in the famous Swiss Jura region. It has developed around a passion for innovation, precision and expert craftsmanship and is best known as the maker of the genuine Swiss Army Knife. Today, the company produces approximately 250 styles of their famous pocketknives, as well as butcher's and professional catering knives known the world over. In 1997, Wenger Watch SA was founded in the hotbed for Swiss watches, Biel/Bienne, Switzerland. In just 12 short years Wenger Swiss watches have developed a reputation for reliability, multi-functionality and performance. Within the last eight years, Wenger established relationships with a small number of industry leaders who began manufacturing Wenger-branded products that embody the characteristics of the world famous Swiss Army Knife in the footwear, tent, backpack, sleeping bag, computer mobility and travel gear categories.

### **About EOG Association for Conservation**

The EOG Association for Conservation is an initiative from the European outdoor industry with the objective of protecting the wild areas it cares so passionately about. Designed to harness the incredible power of the outdoor industry and to raise money to donate to grassroots 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](http://www.eogconservation.org).