

For Immediate Release

Conservation by Another Name

Zug, Switzerland – 27 January 2011 Following a vote at its recent Annual Assembly, the EOG Association for Conservation has agreed to move the Association forward through a change of name - to European Outdoor Conservation Association.

In line with a strategic move towards consumers, the step has been taken to rename the Association to something that can be easily recognised and immediately understood for what it is and what it aims to do.

Initial feedback has been positive, but the real test will come when the name of the Association starts to become known in consumer circles, as will be the case this spring. Partnerships have been formed with National Geographic Germany, Alpin Magazine, Germany, Maruba in the Netherlands (Sport Partner, Outdoor and Bike & Trekking Magazines) and Trail Magazine in the UK, each of whom will run part of the voting process to choose a conservation project for 2011 online, in conjunction with their readers. A trial was done last spring with Trail and resulted in over 19,000 outdoor people in the UK voting for their favourite conservation project.

In tandem with the launch of the new name, there will be a new website, which will become the 'hub' or meeting point, bringing together member companies, the media, conservation organisations and the consumer, providing members with a very tangible additional benefit to their membership, in addition to that of 100% of member's fees going straight back into grassroots nature conservation projects.

Holger Bismann, President of the Association and Managing Director of Patagonia Europe said, "I am delighted with the positive response we have had to the new name for the European Outdoor Conservation Association. Despite only having been founded 4 years ago, awareness of conservation issues is growing and the momentum of the Association is really gathering pace. I am very excited by what we are going to be able to achieve in the name of conservation".

Continued.....

The new name, logo and website will be launched at ispo in a joint party on the Patagonia stand, with beer and live music. Come down and find out more on Tuesday night at 17.00 on stand B5/110.

European Outdoor Conservation Association – Outdoor business making a difference through conservation.

Notes to Editors:

The European Outdoor Conservation Association is an initiative from the European outdoor industry with the objective of protecting the wild areas it cares so passionately about. The name was formerly changed in 2010 from the EOG Association for Conservation.

Designed to harness the incredible power of the outdoor industry and to raise money to donate to grassroots conservation groups, the European Outdoor Conservation Association 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.

The new website www.outdoorconservation.eu will be launched at ispo but in the meantime to find out more about the Association please go to www.eogconservation.org Press Releases are also available on the News and Press page of the website.

Contacts:

Manager:

Tanya Bascombe or Catherine Savidge

Tel: +44 1539 727 255

Email: Tanya@outdoorconservation.eu or Catherine@outdoorconservation.eu

Press Enquiries:

Vanessa Knowles

Tel: +44 1942 886402 Email: Vanessa@pebbleinternational.com