

PRESS CONTACT:
Kristin Miller
719-634-8292
kmiller@sspr.com



Patagonia Reno to Award \$5,000 to Local Environmental Groups in 2nd Annual Community-Selected 'Voice Your Choice' Campaign

Vote September 24-October 24 at Patagonia Store

RENO, NV (September 18, 2009) — Put Patagonia's money where your mouth is! Cast your ballot in the outdoor clothing manufacturer's second annual "Voice Your Choice" campaign to help Patagonia's Reno store decide how it should distribute \$5,000 in grant money to three local environmental organizations. The top vote-getter will be awarded \$2,500, with the second- and third-place organizations receiving \$1,500 and \$1,000 respectively.

Local groups nominated for the award are Friends of Nevada Wilderness (<http://www.nevadawilderness.org>), Keep Truckee Meadows Beautiful (<http://www.ktmb.org>), and Sugar Pine Foundation (<http://www.sugarpinefoundation.org>). Votes will be accepted at the store at 8550 White Fir Street from September 24 through October 24. Participants can cast one vote per store per visit. No purchase is necessary.

The candidates were selected by Patagonia store members based on their local focus and range of environmental concerns. Consumers can learn more about the groups by visiting their websites as well as attending "Table Day" presentations by each organization that will be hosted by the store over the next few weeks. Winners will be announced in early November.

Patagonia retail stores in 25 communities throughout the country will be participating in the Voice Your Choice campaign (www.patagonia.com/voiceyourchoice) as part of the company's well-known support for environmental causes, including a separate Environmental Grants Program that has generated more than \$34 million in grants since 1985 by donating 1% of annual sales to environmental organizations worldwide.

"Every day, local environmental organizations make a difference in the community. Our Voice Your Choice program helps them continue their work as well as spreading the word about projects taking place in our backyard," said store manager Meghan Sural. "Seeking community input in how to distribute the funds is our way of raising public awareness about local environmental issues and hopefully getting more people involved in protecting the planet."

“Last year’s Voice Your Choice program distributed \$100,000 to local environmental groups and was very well-received in participating communities. People were eager for the opportunity to have a say in grant decisions that will directly affect their quality of life or that of their children,” said Vickie Achee, Head of Marketing for Patagonia’s North America Retail Division. “We’re repeating the program this year to extend that opportunity and enable other organizations to benefit from the funds.”

About Patagonia

Patagonia, with sales last year of over \$315 million, is noted internationally for its commitment to product quality and environmental activism. Incorporating environmental responsibility into product development, the company has used only organically grown cotton in its clothing line since 1996. With its most recent launch of synthetic fiber-to-fiber recycling, Patagonia is taking back worn-out polyester and nylon clothing and reincarnating it as new products, forever capturing the raw materials used in making virgin fiber. The company also advocates corporate transparency through its interactive website, The Footprint Chronicles, which outlines the environmental and social footprint of individual products. Patagonia was featured as *The Coolest Company on the Planet* on Fortune Magazine’s April 2007 cover.