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Patagonia Matches Giving Tuesday donations up to $10,000!
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Reno, NV. – Patagonia, an outdoor clothing company and long-time supporter of conservation in Nevada, has a simple yet urgent mission statement: “We’re in business to save our planet.”

Toward that end, Patagonia is donating up to $10 million dollars between Giving Tuesday and the end of the year by matching contributions to environmental organizations that are part of the company’s Action Works network, including Friends of Nevada Wilderness. Patagonia will match individual contributions up to $10,000.

“We couldn’t do the work we do to defend and steward our wild public lands in Nevada without the incredibly generous support of Patagonia,” Friends Executive Director Shaaron Netherton said about the match campaign. “We want to urge everyone who shares Patagonia’s values to contribute to Friends on Giving Tuesday or the days immediately following so they can have twice the impact on helping to conserve the most wild and remote places in Nevada.”

Contributions can be made at nevadawilderness.org. Visitors will be taken to the Patagonia Action Works page, an online platform that connects people concerned about the environment to the many organizations that receive grant funding from the company, including Friends of Nevada Wilderness.

According to Patagonia’s website, the company makes clothing and gear tailored to outdoor enthusiasts who favor “silent sports. None require an engine; rarely do they deliver the cheers of a crowd. In each, reward comes in the form of hard-won grace and moments of connection with nature.”

Friends of Nevada Wilderness has a similar philosophy. Its mission is to preserve and protect all public lands that quality as wilderness under the 1964 Federal Wilderness Act and subsequent legislation. In these special places, where, according to the Act, “man himself is a visitor who does not remain,” the only sounds are that of the visitors’ footsteps and the call of the wild.

Contributions that qualify for the Patagonia match must be made to Friends of Nevada Wilderness between Giving Tuesday, December 3, and December 31 and must be made through the Patagonia Action Works network.

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About Giving Tuesday
Giving Tuesday was launched in 2012 as a simple idea: to create a day that encourages people to do good. Over the past seven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

About Friends of Nevada Wilderness
Founded in 1984, Friends of Nevada Wilderness has helped protect over 3.4 million acres of Nevada’s wild lands by leading efforts in the expansion or designation of all 70 Wilderness areas in the state. Over the past 20 years, the Wilderness Stewardship Volunteer Program has generated over $2 million of in-kind services to benefit Nevada’s public lands. For more information, visit http://www.nevadawilderness.org/.

The cover of the Friends 2020 Calendar features a photo by Janis Knight taken near Pyramid Lake