



Let's keep our playground clean!

March 31, 2014

**RESPECT THE MOUNTAINS LAUNCH ENVIRO TREK SERIES 2014
'GIVE BACK TO NATURE'**

Help clean up your favourite nature spot, earn a delicious barbeque lunch and enjoy a rewarding afternoon of fun outdoor activities by joining one of Respect the Mountains Envirotrek Clean Up Event Series.

There are an estimated 100 million visitors to the European Alps each year and each of these visitors leave a footprint, often in the form of waste or rubbish. The Alps and other popular mountain destinations are in need of on-the-ground action to clear them of waste in order to maintain their natural beauty and enjoyment for generations to come. Envirotrek is a Clean Up Event Series that addresses this need. It is a fun community initiative, involving tourists, local communities, businesses and local government. Hiking through the hills with a garbage bag; who will find the most rubbish?

2014 is the 6th consecutive season of the Envirotrek Clean Up Series, which takes place across various European mountain destinations including the United Kingdom, Germany, the Netherlands, Austria, the Czech Republic and France. Main sponsor of Envirotrek 2014 is KEEN Footwear, Food sponsor is Barefoot Wine and Clothing sponsor is Bergans of Norway. Envirotrek gives people the opportunity to give something back to their environment while enjoying some playtime in the great outdoors.

The programme will kick off around 10am, with volunteers walking a track and collecting rubbish and waste. Group leaders are allocated and all participants will be provided with cleaning and safety equipment and fully briefed with a safety talk. The Clean Up finishes at around 12.30pm, with volunteers being rewarded for their mornings' efforts with a delicious bbq lunch. Participants get to spend the remainder of the afternoon enjoying a range of fun outdoor pursuits organised by the Envirotrek leaders. There will even be a chance to win some great prizes including KEEN footwear and gifts for the best or most interesting rubbish found, with the days event closing at approximately 4pm.



For further information and photos, please contact
Envirotrek Manager Joanne Wissink -
joanne@respectthemountains.com

• ORIGINAL HYBRID •
FOOTWEAR, BAGS AND SOCKS



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Bergans
OF NORWAY

BAREFOOT WINE



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2014 ENVIRO TREK CLEAN UP SERIES LOCATIONS

24 May - Freiburg, Germany
14 June - Eifel, Germany
15 June - Landgraaf, the Netherlands
29 June - Schoorl, the Netherlands
08 July - Mayrhofen-Hippach, Austria
19 July - Cesky Raj, Czech republic
22 July - Samoëns, France
17 August - North Wales, United Kingdom
24 August - Lake District, United Kingdom

Schedule of events

09.30-10.00: Arrival of participants
10.00: Opening
10.30: Start Clean Up
13.00: End Clean Up and BBQ lunch
13.45: Prize Giving
14:00: Start afternoon activities
16.00: End of the day

To secure your place on this great community event, register online at:
<http://www.respectthemountains.com/inschrijfformulier.aspx>

An entrance fee of EUR 10 can be paid when registering online. Children must be accompanied by a responsible adult, ages up to 12 only EUR 5. If you recently purchased a pair of KEENs, registration is free. Don't forget your receipt on the day itself, or, if registering online: please contact: joanne@respectthemountains.com

Things to bring:

Robust, comfortable footwear recommended (such as KEENs!). Participants are advised to bring water, sunscreen and an all-weather jacket.



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Envirotrek

Envirotrek is an event series with three focus points:

1. To deliver crucial mountain clean up hours;
2. To promote positive mountain awareness; and
3. To build community through cooperation and networking.

It is an all age event that is fun, educational and one that makes real impact in fragile mountain environments.

The basic Envirotrek structure:

Morning – **Mountain cleanup**. Participants are equipped with safety equipment.

Lunchtime – delicious **barbeque** and community building through networking

Afternoon – adventurous **mountain activity** (skill development, experience, fun and an opportunity to enjoy what the mountains offer through active mountain sports)

MEDIA Impressions of Envirotrek:

2013 Video - <https://vimeo.com/71694120>

Photo Gallery - <http://www.respectthemountains.com/Foto.aspx>



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About Respect the Mountains

Respect the Mountains is an organisation that creates awareness about mountain areas.

The main goals are to promote sustainable mountain tourism and to draw attention to these unique areas. Mountains provide essential fresh water to billions of people worldwide, are home to wildlife, flora and fauna and offer a place for mountain lovers to be inspired, to play and to adventure.

The organisation empowers mountain tourists and the mountain industry to adopt the 7 Ways to Respect the Mountains. By following these simple yet effective actions, all sectors of the mountain tourism industry are encouraged to reduce their impact, whilst building a sustainable future.

About KEEN

Inspired by a love of the outdoors, KEEN Inc. manufacturer of hybrid outdoor and casual products, including footwear, bags and socks, is dedicated to creating quality products that support the lifestyles and outdoor adventures of active people around the world. KEEN products can be found online and through more than 5,000 retail locations in more than 60 countries, as well as in KEEN Garage retail stores in Portland, Palo Alto, Tokyo, Prague and Toronto, where fans can enjoy the branded experience. The company operations and culture reflect a stand-out commitment to building a strong community and a healthier planet so that all can **create, play, care**. Learn more at www.keenfootwear.com, www.twitter.com/keen or facebook.com/keeneurope

CONTACT INFORMATION

Respect the Mountains

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Website:

www.respectthemountains.com

Find us on Social Media:



facebook.com/respectthemountains



twitter.com/respectmountain



youtube.com/user/respectthemountains



google.com/+Respectthemountains



vimeo.com/mountain



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