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JACKSON KAYAK, PATAGONIA TEAM TO RECYCLE BOATS

ROCK ISLAND, TN – Kayakers can recycle their old boats at the legendary Gauley Fest this year thanks to a partnership between Jackson Kayak and Patagonia. The goal of the Take Back/Give Back program is to reduce landfill waste and backyard clutter, by recycling and, when possible, reusing old, unused boats.

The program is quite simple. Participants can bring their old boats to a Jackson Kayak trailer set up at Gauley Fest, Sept. 22 – 24 in Summerville, WV. Broken boats will be taken to the Jackson Kayak factory, disassembled, cut up and recycled for use as paving material. Functional boats will be shipped to a developing country where there is a shortage of whitewater boats for instructional programs.

“The goal of distributing boats to developing countries is to create more kayaking enthusiasts who will become river stewards to help protect endangered, exploited and polluted rivers,” said Jackson Kayak founder and president Eric “EJ” Jackson.

In exchange for recycling their kayaks, boaters will receive a long-sleeve Capilene® shirt by Patagonia. The shirt is perfect for use as a paddling undergarment, Jackson said. Patagonia’s Capilene base layers are earth-friendly - made from more than 50 percent recycled polyester and 100 percent recyclable.

Jackson and his children, Emily and Dane are Patagonia Ambassadors. “We applaud the Jacksons’ achievements on and off the water and can’t wait to see how many boaters take part in this new Take Back/Give Back program,” said Patagonia Athlete Program Coordinator Susie Sutphin.

Jackson said Patagonia’s leadership in the use of earth-friendly raw materials and environmental advocacy have inspired him to always seek ways to make Jackson Kayak as green as possible. In addition to the Take Back/Give Back program, Jackson Kayak is the first kayak manufacturer to become a member of 1% For the Planet. Jackson donates his company’s one percent of sales to American Whitewater. The mission of AW is to conserve and restore America’s whitewater resources and to enhance opportunities to enjoy them safely.

Founded in 2004, family owned and operated Jackson Kayak is the leading manufacturer of whitewater kayaks. First in sales to date in 2006, Jackson is also the first and still only producer of performance whitewater boats for kids. For further details, visit JacksonKayak.com

Patagonia, with sales last year of \$260M, is noted internationally for its commitment to product quality and environmental activism. Its Environmental Grants Program has contributed over \$25M to grassroots environmental activists since the program began in 1985, and its Environmental Internship Program allows employees to work for environmental groups while receiving their full paycheck. Incorporating environmental responsibility in to product development, the company has, since 1996, used only organically-grown cotton in its clothing line, and its most recent launch of synthetic fiber-to-fiber recycling – taking back its worn-out clothing and reincarnating it as new products, forever capturing the petroleum used in making virgin fiber. Known for a unique corporate culture, the company has been recognized for many years by Working Mother magazine as one of the “100 Best Companies for Working Mothers,” and is a regular recipient of recognition by Fortune and Human Resources Management magazine as one of the “100 Best Companies to Work for in America.”