

# hike for action

March 9, 2019  
Bears Ears, Utah

*hike for awareness. hike for advancement.*  
**hike for action.**

Join us for a hike at Bears Ears national monument to raise awareness for the environment and climate change

All proceeds will benefit the Sierra Club.  
For more details, visit [www.patagonia.com](http://www.patagonia.com)



**patagonia**®



**SIERRA  
CLUB**



259 W Santa Clara St. Ventura, CA 93001, (805) 643-8616  
www.patagonia.com

**FOR MORE INFORMATION, CONTACT:**

Sarah Kelly, director of communications  
(805) 391-5744  
sarah.kelly@patagonia.com

**FOR IMMEDIATE RELEASE**

**PATAGONIA AND SIERRA CLUB TO RAISE AWARENESS OF CLIMATE CHANGE**

**VENTURA, Calif., Feb. 27, 2018** – Patagonia, Inc. has teamed up with the Sierra Club and Leonardo DiCaprio for “Hike for Action,” a hike at Bears Ears national monument to raise awareness for the environment and climate change. The hike will be held March 9, 2019. All proceeds will benefit the Sierra Club and its efforts to protect the wilderness and pass legislation benefiting the outdoors.

“We are very excited to sponsor an event based on the activities and principles we were founded on,” said Rose Marcario, CEO of Patagonia. “We hope that this event allows people to see the importance of protecting our earth’s natural beauty while participating in the hike.” Patagonia will be creating limited edition T-shirts and re-usable shopping bags for the hike. All of the proceeds from the sale of the T-shirts will be donated to the Sierra Club.

“Two of the key aspects of the Sierra Club’s mission are to explore, enjoy and protect the wild places of the earth, and to educate and enlist humanity to protect and restore the quality of the natural and human environment,” said Michael Brune, executive director of the Sierra Club. “We truly believe this hike will get people involved and excited to create enduring change for the environment, whether through individual human actions or national policies.”

Leonardo DiCaprio will be participating in the hike at Bears Ears. DiCaprio will also give a speech before the hike and speak with participants after the hike. “This is a cause I have devoted my life to, so I am eager to see what change we can make through this event,” said DiCaprio. “I hope that people will come out to support the cause while having fun and recognizing the importance of protecting our environment.”

Individuals can support the cause by buying the limited edition T-shirt or by making donations in honor of an individual hiker or to the main event. Participants will be given the limited edition T-shirt to wear as part of the \$75 registration fee. Participants who raise \$300 will benefit from an interactive training app; those who raise \$700 will benefit from the interactive training app, a free one-night hotel stay, and an inspiration dinner; those who raise over \$1,200 will benefit from the interactive training app, free one-night hotel stay, inspiration dinner, and a meet-and-greet with Leonardo DiCaprio.

**About Patagonia, Inc.**

Founded by Yvon Chouinard in 1973, Patagonia is an outdoor apparel company based in Ventura, California. A certified B-Corporation, Patagonia's mission is to build the best product, cause no unnecessary harm and use business to inspire and implement solutions to the environmental crisis. The company is recognized internationally for its commitment to authentic product quality and environmental activism, contributing nearly \$90 million to date in grants and in-kind donations. For more information about Patagonia, please visit the company's website at [www.patagonia.com](http://www.patagonia.com).

**About Sierra Club**

Founded by legendary conservationist John Muir in 1892, the Sierra Club is now the nation's largest and most influential grassroots environmental organization – with three million members and supporters. Its successes range from protecting millions of acres of wilderness to helping pass the Clean Air Act, Clean Water Act, and Endangered Species Act. More recently, it made history by leading the charge to move away from dirty fossil fuels that cause climate disruption and toward a clean energy economy. For more information about the Sierra Club, please visit the organization's website at [www.sierraclub.org](http://www.sierraclub.org).

# # #



259 W Santa Clara St. Ventura, CA 93001, (805) 643-8616  
www.patagonia.com

**FOR MORE INFORMATION, CONTACT:**

Sarah Kelly, director of communications  
(805) 391-5744  
sarah.kelly@patagonia.com

**FACT SHEET: HIKE FOR ACTION  
APRIL 2018**



- 2101 Webster St. Suite 1300  
Oakland, CA 94612
- Michael Brune, Executive Director
- Founded, 1892
- Works to protect and restore the natural quality of the environment
- Nation's largest and most influential environmental group



- 259 W Santa Clara St. Ventura, CA 93001
- Rose Marcario, CEO
- Founded, 1973
- Creates active wear while using sustainable business practices
- Donates at least 1% of all proceeds to grassroots environmental groups

**The Need for Sierra Club**

- Air pollution is the fourth largest risk factor for premature deaths
- Sea levels are rising at their fastest rate in 2,000 years
- More greenhouse gases are in the atmosphere than any time in human history
- The current presidential administration is working to eliminate the Environmental Protection Agency
- It works, it has protected millions of acres of wilderness and helped pass the Clean Air Act, Clean Water Act and Endangered Species Act

**Hike for Action**

- Saturday, March 9, 2019, 9:00 a.m. to 5:00 p.m., Bears Ears national monument
- Hikers will participate in a hike through parts of Bears Ears with educational opportunities about the environment and how to live sustainably by representatives from the Sierra Club and Patagonia, Inc.
- Speech by Leonardo DiCaprio before the hike and mingling with DiCaprio after the hike
- Limited edition T-shirts and re-usable shopping bags sponsored by Patagonia during the month of March – proceeds will benefit the Sierra Club
- Donations will be accepted through sponsoring a hiker or made directly to the event through a webpage on Patagonia's website



259 W Santa Clara St. Ventura, CA 93001, (805) 643-8616  
www.patagonia.com

**FOR MORE INFORMATION, CONTACT:**

Sarah Kelly, director of communications  
(805) 391-5744  
sarah.kelly@patagonia.com

**BACKGROUND: *HIKE FOR ACTION***  
**APRIL 2018**

**Patagonia, Inc.**

Patagonia, founded in 1973 by Yvon Chouinard, is an outdoor apparel company. It works to build the best product while causing no unnecessary harm and using business to inspire and implement solutions to the environmental crisis. Patagonia has a self-imposed tax, donating at least 1% of all sales to local organizations. Since 1985, Patagonia has donated over \$89 million to its grantees, usually grassroots environmental organizations. Patagonia has gained popularity over the years for its sustainable practices and organic materials.

**Mission Statement:**

“Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.”

**Sierra Club**

The Sierra Club, founded in 1892 by John Muir, is the nation’s largest and most influential environmental organization, with over 3 million members and supporters. The organization connects members to local chapters where they can get involved with hikes and other outings, activism on local and state issues, and more. The Sierra Club also educates its members on national and international issues regarding the environment and how the members can help. Past successes include protecting millions of acres of wilderness, helping pass the Clean Air Act, Clean Water Act and the Endangered Species Act. The Sierra Club is currently leading the charge to move away from fossil fuels that cause climate disruption and toward a clean energy economy.

**Mission Statement:**

“To explore, enjoy, and protect the wild places on the earth;  
To practice and promote the responsible use of the earth’s ecosystems and resources;  
To educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.”

## **Hike for Action**

Patagonia and Sierra Club are partnering to host *Hike for Action*, a hike through Bears Ears on Saturday, March 9, 2019, to raise awareness for the environment and climate change. The hike will take place from 9:00 a.m. to 5:00 p.m. Participants from around the country will participate in a hike through parts of Bears Ears while being educated about the current state of the environment and how they can help by representatives from Sierra Club and Patagonia. A special guest, Leonardo DiCaprio, will give a speech before the event to encourage the hikers and will participate in a meet-and-greet with select hikers after the hike. A limited edition T-shirt and reusable shopping bag will be made by Patagonia and available in stores. All proceeds from the T-shirt will benefit the Sierra Club. Donations will be accepted online from the link on Patagonia's website or on Sierra Club's website. Donations can also be made as a sponsorship for an individual hiker. The event will be open to the press and to volunteers. For more information visit [www.patagonia.com/about](http://www.patagonia.com/about) or [www.sierraclub.org/about](http://www.sierraclub.org/about).

## **Support the Cause**

Sierra Club is headquartered in Oakland, California. Right now, sea levels are rising at their fastest rate in 2,000 years. More greenhouse gases are in the atmosphere than any other time in human history. Air pollution is the fourth largest risk factor for premature deaths. The environment needs the help of organizations like Sierra Club to restore the quality of the land. The Sierra Club has been able to achieve many success, but only with the help from its supporters. Continued funding is needed to help Sierra Club work with its members and local chapters to create change to help preserve and protect the environment.

# # #

# patagonia®

Patagonia, Inc.  
259 W Santa Clara St.  
Ventura, CA 93001

(805) 643 -8616 • [rosemarcario@patagonia.com](mailto:rosemarcario@patagonia.com) • [www.patagonia.com](http://www.patagonia.com)



Rose Marcario  
President and CEO

Rose Marcario, 52, is the president and CEO of Patagonia Works, the holding company for Patagonia, Inc. Patagonia, Inc., founded in 1973 by Yvon Chouinard, is a sustainable outdoor apparel brand based in Ventura, California. Patagonia's profits have tripled since Marcario joined the company.

Marcario graduated from California State University, Los Angeles, with a Master of Business Administration, and from the University at Albany, State University of New York, with a Bachelor of Science in Business and Finance. She joined Patagonia, Inc., in 2008 as CFO. In 2013, Marcario became the COO of Patagonia, Inc. Marcario previously held positions as the director of Corporate Finance for L.A. Gear; vice president and treasury for NYSE-listed International Rectifier Corporation; senior vice president and CFO of NASDAQ-listed General Magic, Inc.; and executive vice president in charge of Mergers, Acquisitions and Private Placements for Capital Advisors, LLP. She has served on numerous private enterprise and nonprofit boards and currently is a member of the Board of Trustees of Naropa University in Boulder, Colorado.

Patagonia is currently Marcario's main venture, which has allowed her to broaden its business throughout Europe, Japan and Australia, as well as focus on innovation and the development of new product groups, processes and technologies. Marcario is an avid hiker and kayaker.

Revised: April 2018

# # #



Sierra Club  
2101 Webster St. Suite 1300  
Oakland, CA 94612

(415) 977-5500 • michaelbrune@sierraclub.org • [www.sierraclub.org](http://www.sierraclub.org)



Michael Brune  
Executive Director

Michael Brune, 45, is the executive director of Sierra Club, America's largest and most influential grassroots environmental organization. Brune was appointed executive director in 2010. Under Brune's leadership, the Sierra Club has grown to more than two million supporters and its Beyond Coal campaign has been recognized as one of the most effective in environmental history.

Brune graduated from West Chester University in Pennsylvania with degrees in economics and finance. He previously held positions at the Rainforest Action Network, where he served seven years as executive director, and at Greenpeace, where he worked as the outreach director. Brune's critically acclaimed book, *Coming Clean: Breaking America's Addiction to Oil and Coal*, outlines a plan for a new green economy that will create good-paying jobs, promote environmental justice and bolster national security. Brune is a regular contributor to *The Huffington Post*.

Brune was confirmed as the Hillary Institute of International Leadership's Hillary Laureate in 2014 in honor of his work on climate change issues. He was also awarded the four yearly Hillary Step prize with Amazon Watch's Atossa Soltani. Brune and his wife, Mary, attribute their passion for environmental activism in part to a desire for their children to inherit a better and healthier world.

Revised: April 2018

# # #



## Sources

### Biographies:

<http://fortune.com/2015/09/14/rose-marcario-patagonia/>  
<http://www.patagoniaworks.com/faq/>  
[https://www.patagonia.com/on/demandware.static/Sites-patagonia-us-Site/Library-Sites-PatagoniaShared/en\\_US/PDF-US/Rose\\_Marcario\\_press\\_release\\_Jan\\_2014.pdf](https://www.patagonia.com/on/demandware.static/Sites-patagonia-us-Site/Library-Sites-PatagoniaShared/en_US/PDF-US/Rose_Marcario_press_release_Jan_2014.pdf)  
[https://en.wikipedia.org/wiki/Rose\\_Marcario](https://en.wikipedia.org/wiki/Rose_Marcario)  
<https://www.sierraclub.org/about/executive-team>  
[https://en.wikipedia.org/wiki/Michael\\_Brune](https://en.wikipedia.org/wiki/Michael_Brune)  
<http://www.pbs.org/wnet/tavissmiley/interviews/executive-director-sierra-club-michael-brune/>

### Backgrounder:

[www.patagonia.com](http://www.patagonia.com)  
<http://www.patagonia.com/company-info.html>  
<https://www.sierraclub.org/policy>  
<https://www.sierraclub.org/chapters/default.aspx>  
<https://www.sierraclub.org/about>  
<http://www.worldbank.org/en/news/feature/2017/04/22/earth-day-2017---five-facts-for-your-environmental-and-climate-literacy>  
<http://www.wired.co.uk/article/climate-change-facts>

### Fact Sheet:

[www.patagonia.com](http://www.patagonia.com)  
<http://www.patagonia.com/company-info.html>  
<https://www.sierraclub.org/policy>  
<https://www.sierraclub.org/chapters/default.aspx>  
<https://www.sierraclub.org/about>  
<http://www.worldbank.org/en/news/feature/2017/04/22/earth-day-2017---five-facts-for-your-environmental-and-climate-literacy>  
<http://www.wired.co.uk/article/climate-change-facts>

### Press Release:

[www.patagonia.com](http://www.patagonia.com)  
<http://www.patagonia.com/company-info.html>  
<https://www.sierraclub.org/policy>  
<https://www.sierraclub.org/about/executive-team>  
<https://www.patagonia.com/blog/writer/rose-marcario/>  
<https://www.sierraclub.org/about>  
<http://www.worldbank.org/en/news/feature/2017/04/22/earth-day-2017---five-facts-for-your-environmental-and-climate-literacy>  
<http://www.wired.co.uk/article/climate-change-facts>