



Eagle Creek: Contributing Everyday Live.Work.Travel Program Gives Back in Multiple Ways

San Diego, Ca. (August 17, 2016) – Since its inception in 1975, Eagle Creek has focused on giving back as a means to develop passion both inside and outside its walls. Inspiring people in unexpected ways, giving back has benefited the Eagle Creek local community, associates and brand.

Leveraging several ways in which to encourage employee giving back, Eagle Creek established the unique Live.Work.Travel.™ program, which encompasses everything from community involvement to sustainability practices and global giving efforts. The three components of Live.Work.Travel.™ encourage thoughtful investment and participation in the places associates live, work, and travel. The program encompasses not only associates' personal involvement in their community and the sharing of their passions, but also corporate sustainability, and local and international giving.

Encouraging associates to participate, Eagle Creek sponsors two full-day Service Days annually, focusing their time with local organizations leading rehabilitating efforts of local natural resources and educational programs. By sharing their passion to get outside, they continue to define their culture as one that prioritizes volunteering together to make a meaningful impact.

Eagle Creek also partners with a number of national and international organizations that support education and water initiatives around the world, including the Conservation Alliance and most recently, Parks4Kids, where their investment in the "Give Back Badge" program will help 130+ kids get to a park in 2016.

It is important to the brand to support initiatives that are important to each of its associates. To that end, Eagle Creek associates each have access to a \$25 microloan that they are personally empowered to invest and reinvest, funded by Eagle Creek. First deploying the Kiva Micro-lending employee giving program in 2011, Eagle Creek associates have given almost 300 loans to date. By participating in fun initiatives that are near and dear to their hearts, associates become more personally invested in international affairs.

In addition, all Eagle Creek associates are given 40 hours of extra PTO every year if they choose to volunteer. The company's voluntourism initiative encourages two brand tenants: travel and volunteerism. Many Creekers have taken advantage of this opportunity, volunteering with an assortment of groups all over the world, from the US to Africa.

"Associates come back from service and volunteering opportunities revitalized, and with a new perspective," said Roger Spatz, President, Eagle Creek. "From first-hand experience, we know that volunteering and supporting local and international communities is simply good for the soul. And bottom line: it helps contribute to happy, productive and fulfilled associates."

Eagle Creek is a member of several key trade associations, including The Conservation Alliance, Outdoor Industry Association, Adventure Travel and Tourism Association, Outdoor Industry Women's Coalition, European Outdoor Group, European Conservation Alliance and Bluesign®.

Links:

Eagle Creek: www.eaglecreek.com

Eagle Creek on Facebook: <https://www.facebook.com/EagleCreekGear>

ABOUT EAGLE CREEK

Eagle Creek is a leading travel outfitter, providing smart, innovative and durable luggage, [travel bags and accessories](#). Founded in 1975, California-based Eagle Creek invented the adventure travel gear category, introduced the industry's first convertible backpack on wheels, established the first complete [travel solution system](#) and is revolutionizing the way travelers pack with its Pack-It™ Folders, Cubes, Sacs and Toiletry Kits. Visit eaglecreek.com for more information.

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