

Parks Project Collaborates with National Geographic on Apparel and Accessories Collection Launching October 9

On October 9, 2018, [Parks Project](#) will release a capsule collection inspired by America's National Parks, designed in collaboration with [National Geographic](#). The collection features stunning National Geographic photos from its storied archives, displaying some of the country's most beloved parklands — parks that are also in vital need of protection and conservation. The 12-piece collection includes three vintage-style t-shirts, a durable 100% micro-polyester oversized bandana, a mid-weight canvas travel pouch and three posters, all showcasing National Geographic's spectacular landscape photography of America's National Parks. The collaboration also features a modern stone-colored nylon windbreaker emblazoned with the iconic National Geographic yellow border enlarged on the back, explorer hat, top-grain leather field pocket notebook and stainless-steel brushed matte finish carabiner mug, field-tested and perfect for camping. Retail prices range from to , and all purchases will support the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. "At Parks Project we live by the mantra 'leave it better than you found it,'" said Parks Project Co-Founder Keith Eshelman. "It is incredibly important to us that in all of our collaborations we partner with organizations that not only respect this mission, but share these similar values. National Geographic is the most ideal partner in both of these senses. We're looking forward to not only growing our Parks Project reach within the National Geographic conservation community, but also to helping introduce the spectacular offerings of the National Geographic brand to a fresh generation of park enthusiasts." In addition to rare and special collaborations like this one, modern lifestyle brand Parks Project designs classic apparel for men, women and children, along with outdoor accessories and home goods. Proceeds from these purchases contribute to 30 U.S. National Parks, funding numerous projects such as habitat restoration, animal conservation, educational initiatives and enhanced visitor services. To date, Parks Project has contributed more than ,000 to park conservancies and logged more than 1,000 volunteer hours in parks. "Over one hundred years ago, National Geographic was instrumental in helping persuade the government to create the National Park Service," said Brendan Ripp, EVP, Corporate Partnerships, National Geographic Partners. "Since then, our commitment to raising the public's awareness of the importance and beauty of American's National Parks has been unwavering. We have leveraged the power of our storytelling platforms to bring attention to these irreplaceable places through ongoing, dedicated parks content across our print, digital, broadcast and social channels. Partnering with Parks Project on this collection is a natural extension of these efforts and will help fund the nonprofit National Geographic Society's work it has been doing in support of our National Parks around science, exploration, conservation and education." The National Geographic x Parks Project capsule collection will launch on October 9, 2018, and will be available through the 2018 holiday season on www.parksproject.us. It is also available via National Geographic's exclusive presale going on now at shopng.com. **ABOUT PARKS PROJECT** Parks Project is an outdoor lifestyle brand that lives by the mantra, "leave it better than you found it." Parks Project was born through a love of the outdoors and a vision to reinvigorate us all to care for and respect our U.S. National Parks. Through its collection of classic men's, women's, and children's apparel, home goods, and outdoor accessories, Parks Project is able to support 30 U.S. National Parks, funding vital projects inside each, and organize consumer and employee volunteer days. Every Parks Project product not only tells a story about the park it supports, but contributes to habitat restoration, animal conservation, educational initiatives, and visitor services across America's parks. Parks Project is an

official partner of the U.S. National Parks, serves as a supporting business partner to the National Parks Foundation, and is carried in over 100 retailers around the country, as well as all REI stores in the U.S. Shop and learn more at www.parksproject.us, or find Parks Project on [Instagram](#) (@parksproject), [Facebook](#) and [Twitter](#). **ABOUT NATIONAL GEOGRAPHIC** National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 130 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers ... and reaching millions of people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit natgeotv.com or nationalgeographic.com, or find us on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#). **PRESS CONTACTS Parks Project** Theresa Navarro theresa@madesociety.co 805-990-9209 **National Geographic** Meg Calnan meg.calnan@natgeo.com 202-912-6703