

NEW COLUMBIA CAMPAIGN CELEBRATES DIVERSITY AND INCLUSIVITY IN THE OUTDOORS

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Columbia (<https://www.columbiasportswear.co.uk/>) has launched a brand new campaign in partnership with the UK National Parks that celebrates and promotes diversity and inclusivity in the great outdoors.

With the belief that the outdoors are for everyone irrespective of race, class, creed or ability, Columbia is supporting a number of community groups and charities across the UK to shine a light on the inspiring work they undertake to bring the outdoors to a broader audience.

The campaign showcases the power the outdoors possesses in unifying communities, improving health and wellbeing and connecting us with nature.

Columbia has partnered with a number of diverse not-for-profit initiatives to celebrate and share their fantastic work they do as well as providing them with their latest seasonal apparel whilst on shoot to help keep them in the outdoors for longer.

One of these groups is Boots and Beards, a Glasgow-based organisation which focuses on bringing together people from ethnic communities to have fun in the outdoors. Regulars at Loch Lomond and The Trossachs National Park, the group works with its local residents to improve their health, widen access to the natural environment and help create a better life for present and future generations.

Since its inception in 2015, Boots and Beards has evolved into a sprawling community that touches the lives of its many members. From its outdoors programme to fitness bootcamps, the group has been fulfilling its mission to make a lasting positive impact on its community.

Columbia is also supporting The Change Foundation who run an award-winning programme entitled Street Elite which engages young people on the edges of gangs and crime across London through sport and outdoor activities.

The initiative helps young people transition from NEET (not in education, employment or training) into work, apprenticeships, training or education opportunities.

Eoin Treacy, UK Marketing Manager at Columbia said: "We've been inspired by the groups we are supporting who are helping increase access to some of the country's most beautiful spots. Their work is bringing the many benefits of the great outdoors to new audiences - encouraging more people to get outside.

"We're proud to be able to share their stories on how their work is galvanizing their communities to leave a lasting positive impact."

Naomi Conway, Partnerships Director at the UK National Parks said: "It doesn't matter who you are, we know that getting out into nature makes you feel better about yourself and more connected to the people you share that experience with.

“With Columbia, we want to inspire as many people as possible to experience that great feeling for themselves. National Parks are the best places to do that – especially if it’s new to you or you are trying things for the first time.”

The campaign extends Columbia’s ongoing partnership with the UK National Parks who are the official outfitter of National Parks Rangers and staff, For more information visit

<https://www.columbiasportswear.co.uk>

ENDS

Contact joe@brandnation.co.uk or call 0207 740 7170 for more information

ABOUT COLUMBIA

Columbia has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channelling the company’s passion for the outdoors and innovative spirit into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company’s website at <https://www.columbiasportswear.co.uk>

NOTES TO EDITOR

The fall 19 Columbia range is available now at <https://www.columbiasportswear.co.uk> and instore at Cotswold Outdoor. Key pieces include the Columbia Men’s Evolution Valley Jacket (£135) and Columbia Women’s South Canyon Sherpa Lined Jacket (£160).

The campaign is supporting the following groups:

Esk Valley Camphill Community Trust

Located within the North York Moors, the Esk Valley Camphill Community Trust is a community that supports and provides live-in accommodation for over 80 people with a wide range of learning difficulties or mental/physical disabilities.

As part of their joint volunteering work with North York Moors National Park, they arrange a monthly volunteering task for their residents to participate in along the Cleveland Way. The tasks are a way to get the residents to interact with others outside of their community and learn new skills and contribute to maintenance of the National Park path network.

Boots and Beards

Boots and Beards is a Glasgow-based organisation which focuses on bringing together people from ethnic communities to have fun in the outdoors. The group works with its local residents to improve their health, widen access to the natural environment and help create a better life for present and future generations.

The group was founded by Kash Butt and his brother as a family project aiming to

bring his relatives together more often beyond Eid, birthdays and other family get togethers.

The Change Foundation

The Change Foundation's Street Elite prevention academies are weekly sessions for 14 weeks that combine sport and skills for work. Young people are also provided with placements, industry speakers and mentoring.

Street Elite intervention cohorts are delivered in five phases; 'On The Street' recruitment of young people involved in gangs and crime, 15 weeks of training for work through sport, 10 weeks of community engagement delivering sports sessions to children on local housing estates, two week work placements and then into employment, training or education.