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## **PATAGONIA ANNOUNCES SUPPORT FOR INDIGENOUS-LED LAND MANAGEMENT**

*Patagonia released a comprehensive story highlighting the benefits of indigenous-led land management using the Red Lake case study*

**Ventura, CA (March 28, 2020)** — Patagonia is reaffirming its commitment to improving the lifestyle of every person they can. To do that they are seeking to further their efforts of bettering the environment by informing the public of important stories that can guide them in the future.

Patagonia has highlighted important case studies on its website to showcase some ways of bettering the environments. One such story, “Red Lake, Green Future,” goes in-depth on the Red Lake, home to all kinds of wildlife in Minnesota, and how indigenous people save the wildlife.

The story highlights how the native species were dying off due to overfishing, but the indigenous people known as Red Lake Nation who have watched over the area took notice and pleaded with the local government to take action. They were successful and saved the lake and the species, such as a popular fish, Walleye, that call the lake home.

The key to success wasn’t the Red Lake Nation taking notice of the problem, but the local Minnesota government listening.

The climate crisis is accelerating at a rate the likes of which we have not seen. Much of the damage being done is irreversible and Patagonia is taking steps toward improving the habits of the company and affected communities.

This is why Patagonia has highlighted stories such as this one to show that this can work and create positive change. As the article says, “Over the last fourteen years, the Walleye have regained stability [in the lake] thanks to the renewal of these management plans and the cooperation of the tribe and the state.”

“We know that the planet’s health is of the utmost importance, but people struggle to find things they can do to make a positive impact,” said Patagonia CEO Ryan Gellert. “Our mission wasn’t just to improve our practices, but to tell the stories that matter so people around the country and across the globe can see there are ways to make significant impacts within their communities.”

One way to improve the climate is to manage small, high-risk areas by listening to indigenous people who live in and watch over these areas. Indigenous people have a better understanding of the subtle changes over time than any government official and can better watch over high-risk areas.

As an organization, Patagonia has always prioritized the environment and other important causes. One percent of all sales are donated to funds for the environment. The materials used for Patagonia clothing are also environmentally conscious and sustainable.

“We are of the mindset that more can always be done. If new information or better practices are brought to our attention, we have open ears because that is how we believe you best protect the world, to have an open and conscious mind,” said Gellert.

### **About Patagonia**

Patagonia is an environmentally conscious clothing company in Ventura, California. Founded in 1973, it sells high-end, sustainable, outdoor clothing. Patagonia’s organizational philosophy is to appreciate that all life on earth is under threat of extinction. In doing so, Patagonia uses their resources (their business, investments, voice and imaginations) to improve the world in any way they can.