Patagonia has been a long-time advocate in the battle against harmful invasive species - particularly in aquatic habitats. “We realize the importance of using our sphere of influence with our global outdoor customers to educate them about the current and potential threats from aquatic nuisance species. Further, we need to provide our customers with a call to action to help prevent the transporting of threatening invasive species. This is critical for the future of angling.” said Patagonia CEO and avid angler Casey Sheahan.

“By highlighting our support of National Invasive Species Awareness Week, February 26th to March 3rd, Patagonia is working to reach global outdoor users in order to change their behavior to prevent transporting invasive species to our valuable natural resources. We want to share what we’re doing in our product hang tags, brochures and website content with like-minded businesses and organizations.” explained International Fishing Business Development Manager, Bill Klyn.

- Every pair of Waders and Wading Shoes we produce has a durable hang tag attached that speaks to educating anglers about the threats of invasive species and how to stop the spread of aquatic invasive species though the simple mantra of Clean, Inspect and Dry for all your gear.
- We design specific brochures such as the one for the Greater Yellowstone Working Group to hand out throughout Yellowstone and Grand Teton National Park, by Forest Service employees, outfitters and businesses.
- Our refreshed website – www.patagonia.com -- that will launch in March educates and encourages global water users to change their behavior, encouraging them to think like saltwater users as they rinse their gear after each use. In addition, the material provides simple solutions such as using a flip top Rubber Maid type container and a brush to clean gear, plus rinse as they drive to and from the water. This is especially important with dealers and guides who handle customers who travel between various waters.

“Patagonia well understands the potential environmental and economic threats to dealers and communities that can occur due to the impact of invasive species. We are encouraging more businesses, agencies, organizations, anglers and paddlers to take responsibility to educate their customers, clients and friends. By encouraging a change of behavior with simple steps to Clean, Inspect and Dry gear to help prevent the spread of Aquatic Invasive species, we can maintain the health of our resources, allowing us and future generations to purse their passion for angling” added Klyn.
About Patagonia
Patagonia, Inc., based in Ventura, California, is a leading designer of core outdoor, fish and sport-related apparel, equipment, waders, footwear and accessories. With sales last year of $414M, the company is noted internationally for its commitment to authentic product quality and environmental activism. Incorporating environmental responsibility into product development, the company has, since 1996, used only organically grown cotton in its clothing line. Committed to making its products landfill-free, the company’s entire product line is recyclable thorough it’s Common Threads Initiative. Being a founding member of 1% for the Planet, through our Corporate Grants Program and World Trout initiative, we have donated $46 million to grassroots conservation programs working to protect, enhance and sustain fish, wildlife and habitats. The company also advocates corporate transparency through its interactive website, The Footprint Chronicles, which outlines the environmental and social footprint of individual products. Patagonia was featured as The Coolest Company on the Planet on Fortune Magazine’s April 2007 cover.