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**Hydro Flask Announces Grant Recipients of 2018 Parks For All Charitable Giving Program**

*Company donates over half a million dollars in 2018 to preserve, maintain and provide better access to green spaces and parks of all sizes*

**Bend, OR (November 27, 2018)** – [Hydro Flask](#), the award-winning leader in high-performance, insulated stainless steel flasks and soft good innovations and a Helen of Troy Limited (NASDAQ, NM: HELE) company, is honored to announce the recipients of its 2018 [Parks for All](#) Charitable Giving Program. On this #GivingTuesday, the brand will donate over \$374,500 in grants to sixteen nonprofit organizations whose missions align with building, restoring and maintaining public parks and green spaces globally. Combined with \$132,000 raised through consumer “Seconds Sales” events and donated to the Conservation Alliance and other nonprofit organizations, Hydro Flask’s 2018 contributions to nonprofits total over half a million dollars.

Hydro Flask launched its charitable grant and advocacy “Parks For All” program in January 2017. Parks For All supports the development, maintenance and accessibility of public green spaces in the U.S. and beyond so people everywhere can live healthier, happier and more fulfilled lives.

Through the 2018 grants, Parks For All is donating \$157,500 to four US National Grants including the National Park Trust: Kids to Parks Day National School Contest (\$50,000); Trust for Public Land: Creating Pop-up Parks in Boston and Implementing the National 10-Minute Walk Vision (\$50,000); Appalachian Trail Conservancy: Appalachian Trail Water Education and Access Protection (\$30,000); and Latino Outdoors: Vamos Outdoors (Let’s Go Outdoors): Increasing Park Access through the Empowerment of Underrepresented Communities and Investment in Outdoor Leadership (\$27,500).

“With Hydro Flask’s generous support through Parks For All we will develop an innovative pop-up park strategy to more easily engage communities in our park development work and advance our goal of ensuring that everyone in America has access to a park within a 10-minute walk from home,” said Diane Regas, President and CEO of The Trust for Public Land. “We admire Hydro Flask’s commitment to improving access to the outdoors and championing parks of all kinds.”

One Parks for All US National Grant will help fund continued ferry access on the Kennebec River along the Appalachian Trail. “The crossing of the Kennebec River in Maine is a unique part of the Appalachian Trail experience,” states Laura Belleville, Appalachian Trail Conservancy Vice President of Conservation and Trail Programs. “In recent years the cost to operate a ferry service, ensuring a safe crossing for all hikers, has gone up significantly. We deeply appreciate support from Hydro Flask to offset the cost of the ferry. The Appalachian Trail Conservancy is committed to helping all hikers safely cross this formidable river by providing this service.”



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In addition to the nationally focused grants, Parks for All is also contributing over \$152,000 in regionally focused grants to 10 nonprofits including Biscayne Bay Waterkeeper (Florida), Cal-Wood Education Center (Colorado), City Parks Foundation (New York), Evergreen Mountain Bike Alliance (Washington), Parks & People Foundation (Maryland), Pittsburgh Parks Conservancy (Pennsylvania), Potomac Conservancy (Maryland), The Land Trust for Tennessee (Tennessee), Continental Divide Trail Coalition (Colorado), Pacific Northwest Trail Association (Washington, Idaho, Montana).

Internationally, the Parks for All program is awarding \$65,000 in grants to two International organizations: Surfers Against Sewage (United Kingdom, \$50,000) and Bruce Trail Conservancy (Canada, \$15,000).

"It is so exciting for Hydro Flask to be able to make such a large and meaningful contribution to the incredible work being done by nonprofits in the realm of building, restoring, maintaining, and increasing access and education around Parks for All," said Indigo Teiwes, Senior Corporate Social Responsibility Manager for Hydro Flask. "The staff team that reviewed the applications is inspired by the breadth and depth of work being done by our 2018 grantees."

To learn more about Hydro Flask Parks For All Grantees and the exciting projects we are funding please see the appending below:

- [National Grants](#)
- [Regional Grants](#)
- [International Grants](#)

Dedicated to uniquely refreshing experiences, innovative design and an unparalleled user experience, Hydro Flask continues to receive accolades for its insulated products. Hydro Flask has been the recipient of several Red Dot, GOOD DESIGN™ and iF Design Awards. The company has grown to become the number one overall American water bottle brand in Sporting Goods and Outdoor, according to Sports One Source SSI reporting.

#### **About Hydro Flask**

Hydro Flask is the award-winning leader in high-performance insulated products ranging from beverage and food flasks to the new Unbound Series™ soft coolers. Delivering unexpected refreshment, Hydro Flask innovations showcase TempShield™ double-wall vacuum insulation to lock in temperature, 18/8 stainless steel ensuring pure taste and durable, ergonomic design for the ultimate transport. Founded in 2009 in Bend, Oregon, Hydro Flask is committed to making tomorrow better - from using BPA-free, recyclable materials to its charitable giving program Parks For All, which supports the development, maintenance and accessibility of public green spaces so people everywhere can live healthier, happier and more fulfilled lives. Learn more about Hydro Flask, Parks for All, and our mission to save the world from lukewarm at <https://www.hydroflask.com>.



**About Helen of Troy Limited**

Helen of Troy Limited (NASDAQ: HELE) is a leading global consumer products company offering creative solutions for its customers through a strong portfolio of well-recognized and widely-trusted brands, including OXO, Hydro Flask, Vicks, Braun, Honeywell, PUR, and Hot Tools. All trademarks herein belong to Helen of Troy Limited (or its affiliates) and/or are used under license from their respective licensors.

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## Appendix: 2018 Hydro Flask Parks For Grant List

### US National Grants

#### 1.) Appalachian Trail Conservancy

- Grant awarded: \$30,000
- Project: A.T. Water Education and Access Protection

##### **Organizational Summary**

The Appalachian Trail Conservancy's™ mission is to preserve and manage the A.T. – ensuring that its vast natural beauty and priceless cultural heritage can be shared and enjoyed today, tomorrow, and for generations to come. ATC educates, preserves and empowers, building for the protection of the Trail and surrounding lands. [www.appalachiantrail.org](http://www.appalachiantrail.org)

##### **Project Summary**

Hydro Flask's grant to the Appalachian Trail Conservancy funds an important safety service for A.T. hikers – necessary and vital canoe ferry service across the rushing and fluctuating Kennebec River in Maine. Additionally the grant provides for interpretive watershed conservation display in ATC visitors centers.

#### 2.) National Park Trust, Inc.

- Grant awarded: \$50,000
- Project: Kids to Parks Day National School Contest

##### **Organizational Summary**

National Park Trust is a land conservancy and environmental education nonprofit dedicated to preserving parks today and creating park stewards for tomorrow. We identify key land acquisition projects that benefit our national parks. We also connect kids to these unique, iconic places to build a pipeline of future park conservationists. [www.parktrust.org](http://www.parktrust.org)

##### **Project Summary**

Our Parks For All funding will allow 50 Title I schools to celebrate Kids to Parks Day impacting more than 2,200 students. For many of these students, this will be their first park experience where they will enjoy outdoor recreation and education, and learn about park stewardship.

#### 3.) Trust For Public Land

- Grant awarded: \$50,000
- Project: Creating Pop-up Parks in Boston and Implementing the National 10-Minute Walk Vision



### **Organizational Summary**

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come. Millions of people live within a 10-minute walk of a Trust for Public Land park, garden, or natural area, and millions more visit these sites every year. [www.tpl.org/](http://www.tpl.org/)

### **Project Summary**

The Trust for Public Land will develop innovative pop-up parks in Boston that help us quickly transform vacant land into vibrant, beautiful, and engaging temporary parks. With Hydro Flask's support, we will also advance our goal of ensuring that everyone in America lives within a 10-minute walk of a park by spurring cutting-edge park projects where they're needed most.

### **4.) Latino Outdoors (a fiscally-sponsored project of Community Initiatives)**

- Grant awarded: \$27,500
- Project: Vamos Outdoors (Let's Go Outdoors): Increasing Park Access through the Empowerment of Underrepresented Communities and Investment in Outdoor Leadership...while remembering to stay hydrated

### **Organizational Summary**

Latino Outdoors is working to create a national community of leaders in conservation and outdoor education, expand and amplify the Latino experience in the outdoors, and serve as a platform for sharing cultural connections and narratives that are often overlooked by the mainstream outdoor movement. [www.latinoooutdoors.org](http://www.latinoooutdoors.org)

### **Project Summary**

Hydro Flask Parks for All support will enable Latino Outdoors to expand its Vamos Outdoors Outings Program to new regions of the U.S., empowering more members of underrepresented communities in parks access and enjoyment of the wellness benefits provided by leisure and recreation on public lands.



## **Regionally Focused Grants**

### **1.) Miami Waterkeeper**

- Grant awarded: \$15,000
- Project: Healthy Blue Spaces: Improving Access and Water Quality at Miami's Public Beaches and Waterways

#### **Organizational Summary**

Miami Waterkeeper defends everyone's right to use and enjoy clean water. Our mission is to defend, protect, and preserve South Florida's watershed through citizen engagement and community action rooted in sound science and research. We work to ensure swimmable, drinkable, fishable water for all.

[www.miamiwaterkeeper.org](http://www.miamiwaterkeeper.org)

#### **Project Summary**

The Healthy Blue Spaces project aims to improve public access to Miami's public beaches and waterways through ensuring improved water quality monitoring, increased public access to water quality information, a public pollution education campaign, and community cleanup events designed to restore beaches and waterways.

### **2.) Cal-Wood Education Center**

- Grant awarded: \$12,000
- Project: Latino Family Camps/Campamentos Familiares

#### **Organizational Summary**

Cal-Wood strives to grow the diversity and number of people who experience nature and the Colorado Mountains. Since 1982, Cal-Wood has provided environment and outdoor education to hundreds of thousands of Coloradans through school programs, Latino Family Camps, and summer camps held at our beautiful mountain site and Colorado's public land. [www.calwood.org](http://www.calwood.org)

#### **Project Summary**

Through Latino Family Camps/Campamentos Familiares, Cal-Wood teaches Latino families how to camp on public land through a weekend of camping skill building, outdoor adventure, and family fun. In 2019, Cal-Wood will engage 1100 Latino family members in 19 Latino Family Camps, inspiring and empowering 244 Latino families to explore Colorado's natural wonders as a family.

### **3.) City Parks Foundation**

- Grant awarded: \$15,000
- Project: CityParks Learn

#### **Organizational Summary**



City Parks Foundation is dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community building, and education programs for all New Yorkers. We have been committed to revitalizing under-resourced parks and advocating for equitable access to well-maintained green spaces for nearly three decades. [www.cityparksfoundation.org](http://www.cityparksfoundation.org)

#### **Project Summary**

CityParks Learn reaches more than 3,000 young people each year in NYC's high-needs communities through STEM programs. Our goal is to make a deep, sustained impact on science learning while nurturing a positive, lifelong relationship between the natural world and the youth we serve.

#### **4.) Evergreen Mountain Bike Alliance**

- Grant awarded: \$14,361
- Project: Raging River and Tiger Mountain State Forests Trail Maintenance

#### **Organizational Summary**

Evergreen Mountain Bike Alliance, a 501(c)3 nonprofit, is Washington States' largest mountain bike association, and the largest single-state mountain bike organization in the nation representing thousands of riders through eight regional chapters across the state. Evergreen is committed to sustainable recreation, trail maintenance, advocacy, education and trail building! [www.evergreenmtb.org](http://www.evergreenmtb.org)

#### **Project Summary**

Evergreen Mountain Bike Alliance will maintain and restore Washington's popular trail networks: Raging River and Tiger Mountain! These State Forests offer exciting trail riding on some of the closest state lands to the Seattle Metropolitan area and are seeing intense use and need ongoing maintenance funding to keep up with demand.

#### **5.) Parks & People Foundation**

- Grant awarded: \$15,000
- Project: Gateway Park

#### **Organizational Summary**

Parks & People believes everyone in Baltimore deserves access to beautiful parks and quality programs that connect us with the outdoor world. We are creating parks and green spaces for low-income neighborhoods and run academic, environmental, and recreational programs for more than 1,100 Baltimore City children experiencing poverty. [www.parksandpeople.org](http://www.parksandpeople.org)

#### **Project Summary**

Darley Park is a collaborative, community-based neighborhood park creation project in a distressed neighborhood in Baltimore City that is revitalizing a vacant, post-demolition site in a highly visible, urban



location. By creating a high-quality park for community use, Parks & People is setting an example that is replicable for similar blighted sites across Baltimore and other cities.

#### **6.) Pittsburgh Parks Conservancy**

- Grant awarded: \$15,000
- Project: Emerald View Park Trail Restoration through Job Training and Volunteer Stewardship

##### **Organizational Summary**

The mission of the Pittsburgh Parks Conservancy is to improve quality of life for the people of Pittsburgh by restoring the park system to excellence in partnership with government and the community. Projects and programs are conducted with respect for the environment, historic design, and the diverse needs of the region. [www.pittsburghparks.org](http://www.pittsburghparks.org)

##### **Project Summary**

The Pittsburgh Parks Conservancy will restore tread along 5 miles of trails in Emerald View Park, a 257-acre park overlooking Downtown Pittsburgh, PA. This project will engage local residents in the stewardship of close-to-home trails through partnerships with a park friends group and a workforce development organization.

#### **7.) Potomac Conservancy**

- Grant awarded: \$15,000
- Project: Making a Splash

##### **Organizational Summary**

Potomac Conservancy believes that strong, vibrant and connected communities start with clean water. Our team empowers a local movement for clean water through saving healthy lands, clean water advocacy and community volunteer action. Together, we will make a swimmable and fishable Potomac River a reality. [www.potomac.org](http://www.potomac.org)

##### **Project Summary**

We will lose the fight for clean water without the voices of all of our neighbors. Communities of color have been excluded from outdoor spaces the outdoor recreation movement. Our Making A Splash programming is designed to authentically engage these untapped communities in fun and educational paddle experiences on the Potomac and truly make our parks for all.

#### **8.) The Land Trust for Tennessee**

- Grant awarded: \$15,000
- Project: Mountain Creek Park Projects





### **Organizational Summary**

The Land Trust for Tennessee is a nonprofit organization working to protect Tennessee's natural and historic landscapes forever, promising future generations the opportunity to experience and benefit from these places as much as we do today. We have conserved nearly 125,000 acres with landowners and partners across Tennessee since 1999. [www.landtrusttn.org](http://www.landtrusttn.org)

### **Project Summary**

The Mountain Creek Project is a local conservation initiative to transform 200 acres of forestland in Chattanooga, Tennessee into a community park and outdoor recreation destination. The anticipated park will provide mixed-use recreation opportunities for locals and visitors, including downhill mountain biking, bouldering, and hiking. This project is a joint effort between The Land Trust for Tennessee, North Chickamauga Creek Conservancy and the Southern Off-Road Bicycling Association.

### **9.) Continental Divide Trail Coalition**

- Grant awarded: \$15,000
- Project: CDT Community Ambassador Program and Diverse Hiker Relay

### **Organizational Summary**

The Continental Divide Trail Coalition's (CDTC) mission is to complete, promote, and protect the Continental Divide National Scenic Trail (CDT) by building a diverse trail community, providing up-to-date information to the public, and encouraging the stewardship of the Trail, its corridor and surrounding landscapes. Our vision is to see that the 3,100-mile Trail is a renowned and revered natural resource that allows people to connect, draw inspiration, and create outstanding personal experiences.

[www.continentaldividetrail.org](http://www.continentaldividetrail.org)

### **Project Summary**

In 2019, Hydro Flask will support CDTC's Community Ambassador Program by expanding into a Trail-wide effort, and will support events and communications related to a groundbreaking Celebration of Diversity along the CDT in Colorado. The ultimate goal of both of these initiatives is to create an inclusive environment in the outdoors and on the CDT, to improve confidence & general well-being of all individuals, and to inspire all participants to know and love the Continental Divide Trail.

### **10.) Pacific Northwest Trail Association**

- Grant awarded: \$20,700
- Project: PNTA Trail Stewardship Spring Training

### **Organizational Summary**

The Pacific Northwest Trail Association is the designated non-profit partner of the US Forest Service in the management of the Pacific Northwest Trail (PNT), with a mission to protect and promote the PNT,



and to enhance recreation and educational opportunities for the enjoyment of present and future generations. [www.pnt.org](http://www.pnt.org)

**Project Summary**

This project will greatly increase our capacity for recruiting and training our seasonal employees and volunteers. With a larger, better-trained workforce we can build and maintain more trail as well as prepare and empower individuals to continue their stewardship both locally and wherever they choose to be involved in public lands.



## **International Grants**

### **1.) Surfers Against Sewage Ltd**

- Grant awarded: \$50,000
- Country: United Kingdom
- Project: Surfers Against Sewage Regional Representative Project

#### **Organizational Summary**

Surfers Against Sewage (SAS) is a national marine conservation and campaigning charity that inspires, unites and empowers communities to take action to protect oceans, beaches, waves and wildlife.

[www.sas.org.uk](http://www.sas.org.uk)

#### **Project Summary**

Our project will train our incredible network of Regional Rep volunteers to better enable them to care for the UK's coastline. We will inspire, unite and empower dynamic leaders across the UK to lead SAS conservation activities and campaigns to protect oceans, beaches waves and wildlife.

### **2.) Bruce Trail Conservancy**

- Grant awarded: \$15,000
- Country: Canada
- Project: The 2019 Iroquoia Bruce Trail Access and Maintenance Project

#### **Organizational Summary**

The Bruce Trail Conservancy is a charitable organization committed to establishing a conservation corridor containing a public footpath along the Niagara Escarpment, in order to protect its natural ecosystems and to promote environmentally responsible public access to this UNESCO World Biosphere Reserve. [www.brucetrail.org](http://www.brucetrail.org)

#### **Project Summary**

The Iroquoia Bruce Trail Club manages a very popular 103 mile-long section of Bruce Trail in the region between Grimsby and Milton. This grant will help offset the costs of the 2019 Iroquoia Bruce Trail Access and Maintenance Project, keeping the trail safe and open to the public.