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November 5, 2025

Mustang Survival Carries On Blue Friday Initiative Welcomes new partners to join the cause for clean oceans

Burnaby, BC — Mustang Survival, Canadian manufacturer of technical apparel and marine safety equipment, is proud to continue the Blue Friday initiative – a movement that turns the traditional Black Friday shopping period into an opportunity for ocean conservation. As part of this year’s campaign, Ocean Legacy Foundation, a Canadian non-profit dedicated to ending ocean plastic pollution, has been selected as the 2025 Blue Friday benefactor.

Blue Friday was originally founded in 2019 by a group of small businesses to shift the narrative around Black Friday by harnessing the power of brands and consumers to create a tangible impact on clean water initiatives. Instead of deep discounts, participating companies donate a portion of proceeds from sales to support marine conservation efforts.

“For the past two years, Mustang Survival has opted for Blue Friday instead of Black Friday,” said Anja Mueller, Mustang Survival’s Director of Marketing and E-Commerce. “As the organizer and advocate, we remain committed to the founders’ original intent—selecting a non-profit beneficiary each year and rallying brands to donate directly to that organization. Our role is to grow the movement, amplify its impact, and invite more companies to take part.”

This year, all funds raised will support Ocean Legacy Foundation, a Vancouver-based organization dedicated to removing and recycling ocean waste, not only in Canada, but globally. The 2025 campaign will focus on large-scale cleanups along British Columbia’s coast, removing plastic pollution and reintroducing recovered materials into the circular economy. For every \$4 donated, 1 lb of waste will be permanently removed from the Pacific Ocean and processed for recycling at the Ocean Legacy facility in Richmond, BC.

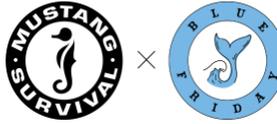
“It’s rewarding to bring more intention to a season that’s often focused on spending,” Mueller says. “By helping continue the Blue Friday legacy, we’re giving people a chance to shop with purpose and support cleaner oceans — something deeply connected to who we are as a brand.”

Mustang Survival invites like-minded companies to join the movement by pledging a portion of their Black Friday sales to support the Ocean Legacy Foundation and the ongoing effort to end ocean plastic pollution. The Blue Friday initiative encourages consumers to shop consciously, and to support partnering brands. To learn more or sign up as a partner, go to blue-friday.ca.

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**About Blue Friday**

Blue Friday is an initiative pioneered by a group of businesses as an alternative to Black Friday. All participating businesses pledge to donate a percentage of sales from Blue Friday to support ocean conservation projects.

www.blue-friday.ca

About Mustang Survival

A pioneer in the design and manufacturing of lifesaving solutions since 1967, Mustang Survival is committed to the protection and enhancement of those who push themselves to extremes on the water, whether for work, duty, or to escape the daily grind.

www.mustangsurvival.com

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