



January 22, 2020

Industry Colleagues

The destruction from the Australian bushfires is nothing short of catastrophic. The widespread harm to wildlife, nature and local communities is enormous. Unfortunately, the devastation is not yet over and the impact will be felt for generations. As an industry dependent on the outdoors for our very existence, we must be vigilant stewards of our planet and the natural treasures our travelers enjoy.

REI believes that a life outdoors is a life well lived. Coming together as a global community, as an aligned voice for the outdoors, is our collective responsibility. It is a privilege to work in the adventure travel industry, creating access to our planet's most incredible destinations, and it is our obligation to protect and care well for the places our mutual customers visit. When we are aligned for the outdoors, our collective impact is significant.

REI invites you to join us in supporting local Australian non-profits helping to address the impacts of the devastating wildfires. Through a funding effort supported by the Adventure Travel Conservation Fund, we are asking all Adventure Travel Trade Association members to consider giving in whatever amount you can. REI will match every dollar donated up to \$15,000 USD and 100% of donations will go to support these local organizations:

WIRES (NSW Wildlife Information, Rescue and Education Service Inc.) has been rescuing and caring for wildlife for over 30 years and is the largest wildlife rescue organization in Australia. We are passionate about supporting smaller volunteer organization in the wildlife sector with the same mission, as well as Universities, Veterinary Associations and other leading scientific and environmental groups.

<https://www.wires.org.au/blog/emergency-donations-to-help-wildlife>

FNPW (Foundation for National Parks and Wildlife) is the charity partner of Australia's National Parks. We're a non-government organization on a mission to protect Australia's ecosystems and native species for generations to come. And with the support of people like you, we've invested over \$60 million into Australian conservation.

<https://www.fnpw.org.au/>

Tourism will be the most important force in rebuilding Australia, and our collective efforts in supporting the recovery of this amazing destination is an investment in the future of our industry. Please, join us in stepping up and stepping into this important endeavor.

We thank the ATTA and ATCF for supporting this important call to action, and as we gather together in Adelaide next fall, we look forward to celebrating our collective impact in support of Australia.

Sincerely,

Your Industry Partners from REI, Recreational Equipment Inc.