



**Media Contact:**

Clara Parker  
clara@groundswellpr.com  
561-389-0483

**Hydro Flask Announces Grant Recipients of 2020 Parks For All Charitable Giving Program**

*Company's overall contributions now total \$1.5 million donated to build, maintain, restore, and provide better access to public green spaces and parks of all sizes*

**Bend, OR (January 9, 2020)** – [Hydro Flask](#), an award-winning leader in high-performance, insulated stainless steel flasks and soft good innovations and a Helen of Troy Limited (NASDAQ: HELE) company, is honored to announce the recipients of its 2020 [Parks for All](#) Charitable Giving Program. The brand will donate more than \$501,400 in grants to sixteen nonprofit organizations whose missions align with building, maintaining, restoring, or providing better access to public parks and green spaces globally. Projects range from trail maintenance to environmental stewardship and education for children, to eliminating barriers to outdoor recreation for underserved populations.

Hydro Flask launched its charitable program Parks for All in January 2017 to support 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. The program aims to ensure these special places get the attention and protection they deserve through on the ground activities, digital and advocacy initiatives and social media campaigns.

To date, Parks For All has supported 92 non-profits, given over \$1,500,000 in cash grants and donated more than 26,000 bottles.

Through the 2020 grants, Parks For All is donating \$380,000 to nine US national grantees, including:

- National Park Trust\*: Buddy Bison School Program (\$50,000)
- Trust for Public Land\*: Development of Cook Park in Atlanta's historic Vine City neighborhood and the Community Impact Fund (\$50,000)
- Appalachian Trail Conservancy\*: Appalachian Trail Watershed Conservation Education and Access Protection (\$30,000)
- International Bicycling Association: Trail Accelerator Grant Program (\$50,000)
- Rails-to-Trails Conservancy: Great American Rail-Trail™ Development (\$50,000)
- Latino Outdoors\*: Vamos Outdoors (Let's Go Outdoors): Increasing Park Access through the Empowerment of Underrepresented Communities and Investment in Outdoor Leadership (\$30,000)
- Pacific Crest Trail Association\*: Trail Adopters Volunteer Program (\$40,000)
- Living Lands & Waters: Illinois, Mississippi, and Ohio Rivers Shoreline Restoration (\$30,000)
- Outdoor Foundation: Thrive Outside Community Initiative (\$50,000)

\* denotes repeat grantee beneficiaries



In addition to the nationally focused grants, Parks for All is also contributing over \$56,400 in regionally focused grants to four nonprofits including:

- Canyon Country Discovery Center (Utah) (\$15,000)
- Downtown Detroit Partnership (Michigan) (\$15,000)
- Glen Canyon Conservancy (Arizona) (\$11,416)
- Rock Creek Conservancy (Washington, D.C.) (\$15,000)

Internationally, the Parks for All program is awarding \$65,000 in grants to three organizations:

- Canada: Ocean Wise Conservation Association (\$15,000)
- UK: Surfers Against Sewage (\$25,000)
- UK: Lake District Foundation (\$25,000)

“The 2020 grants are an indication of our continued efforts to make an impact through our partnerships in the realm of building, restoring, maintaining, and increasing access and education around parks,” said Indigo Teiwes, Senior Corporate Responsibility Manager for Hydro Flask. “In less than three years, Hydro Flask has now given over \$1.5 million in grants through Parks for All. Our staff is so proud of the work being done through these grantees and is excited to see these efforts carried forward into 2020 and beyond through this new round of grants.”

“Last year Latino Outdoors connected more people to parks and public lands than ever before. The support we received through Hydro Flask’s Parks for All initiative undoubtedly made that possible,” said Luis Villa, Executive Director for Latino Outdoors. “In 2020, we are confident that even more people will enjoy the outdoors with us along with the wellness benefits that come with it, thanks once again to Hydro Flask’s continued support.”

“With generous support through Hydro Flask’s Parks For All, we can expand the IMBA Trail Accelerator grant program to put more trails close to home in more communities across the country,” said David Wiens, Executive Director of the International Mountain Bicycling Association (IMBA). Trail Accelerator grants support communities wanting quality mountain bike trail networks by developing professional trail plans. “These plans reveal the transformation a town could experience through trails and become an exciting local leveraging tool to grow support and partnerships for trail projects,” said Wiens.

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, including the coveted iF gold award. 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 leader in high-performance insulated products that help people enjoy the things they love to do in the places they love to be. From the number one-selling water bottle to soft good innovations like our Unbound Series™ Soft Coolers and Journey Series™ Hydration Packs, Hydro Flask's delightfully simple designs and go-anywhere durability always deliver the perfect temperature when you need it. Founded in 2009 in Bend, Oregon, Hydro Flask inspires active outdoor lives with two simple words: Let's Go! Its charitable arm, Parks For All, supports the development, maintenance, restoration and accessibility of public green spaces so people everywhere can live healthier, happier and more fulfilled lives. To learn more about Hydro Flask, Parks for All, and to see our full lineup of award-winning products, visit [www.hydroflask.com](http://www.hydroflask.com).

#### **About Helen of Troy Limited**

Helen of Troy Limited 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. For more information about Helen of Troy, please visit [www.helenoftroy.com](http://www.helenoftroy.com).



## Appendix: 2019 Hydro Flask Parks For Grant List

### US National Grants

#### Appalachian Trail Conservancy

##### Project Summary & Details:

The Appalachian Trail is a national treasure and the Appalachian Trail Conservancy (ATC) is dedicated to preserving and protecting it. For a second year, Hydro Flask supports the ATC with a grant of \$30,000 to fund a vital canoe ferry that moves hikers safely across the fast-moving, unpredictable Kennebec River in Maine. Additionally, the grant will fund interpretive watershed conservation education in ATC visitor centers. Read more about the ATC [link: [appalachiantrail.org](http://appalachiantrail.org)].

#### International Mountain Bicycling Association

##### Project Summary & Details:

For those who love trail riding, you know the importance of good trails, but they don't build themselves. Parks for All supports the joys of mountain biking by contributing \$50,000 to International Mountain Bicycling Association (IMBA) Trail Accelerator Grant program for communities wanting to get started on building better places to ride. Awardees will receive professional trail planning services to launch their trail development efforts. Read more about the IMBA [link: [www.imba.com](http://www.imba.com)]

#### Latino Outdoors

##### Project Summary & Details:

Powered by its on-the-ground (i.e. in-the-parks) national volunteer network of leaders, Latino Outdoors will use a \$30,000 grant to connect thousands from underrepresented communities with parks, trails, and more in 2020. Even more people will be inspired for adventures with uplifting online stories of diverse people and communities spending time outside. Vamos Outdoors (Let's Go Outdoors)! Read more about Latino Outdoors [link: <http://latinooutdoors.org/>].

#### Living Lands & Waters

##### Project Summary & Details:

Rivers play an important role in recreation and they need constant care. To help, Parks for All has granted Living Lands & Waters \$30,000 to travel approximately 400 river miles working to restore flood affected areas. Thousands of volunteers in communities along the Illinois, Mississippi, and Ohio Rivers will work to clean up and restore these rivers' shorelines. Learn more about Living Lands & Waters [link: [www.livinglandsandwaters.org](http://www.livinglandsandwaters.org)]

#### National Park Trust



### **Project Summary & Details:**

Kids need parks, and parks need kids! Through a \$50,000 Parks for All grant, National Park Trust (NPT) will leverage its nationally recognized Buddy Bison Program to remove obstacles to getting kids to parks. This grant allows NPT to immerse four Buddy Bison schools in year-long programming providing 12 park experiences for 500 students. Matching funds from the National Park Service will double the impact benefiting 1000 students! Read more about NPT [link: [www.parktrust.org](http://www.parktrust.org)].

### **Outdoor Foundation**

#### **Project Summary & Details:**

Parks for All believes parks truly should be for everyone. The Outdoor Foundation's Thrive Outside Communities of San Diego, CA and Atlanta, GA will use its \$50,000 Parks for All grant to break down transportation and program funding barriers. With this work, more kids in the community can thrive outside at local parks, rivers and beaches. Read more about the Outdoor Foundation [link: <https://outdoorindustry.org/participation/>]

### **Pacific Crest Trail Association**

#### **Project Summary & Details:**

Parks for All loves our trails, and a \$40,000 grant to the Pacific Crest Trail Association (PCTA) supports trail adopters -- the devoted groups of volunteers who have adopted 1,929 miles of the PCT for ongoing trail work. With this grant, we will increase the number of trail adopters to care for this iconic National Scenic Trail. Learn more about PCTA [link: [www.pcta.org](http://www.pcta.org)]

### **Rails-to-Trails Conservancy**

#### **Project Summary & Details:**

Spanning over 3,700 miles, the Great American Rail-Trail™ will be the nation's first cross-country multi-use trail and is a signature project of Rails-to-Trails Conservancy. More than 52% complete, the "Great American" is an emerging trail that will deliver a safe and scenic pathway between Washington, D.C. and Washington State. A \$50,000 Parks for All grant will help make this bold vision a reality. Read more about the Rails-to-Trails Conservancy [link: [www.railstotrails.org](http://www.railstotrails.org); [www.greatamericanrailtrail.org](http://www.greatamericanrailtrail.org)]

### **The Trust for Public Land**

#### **Project Summary & Details:**

Parks for All believes everyone deserves access to a park within a 10-minute walk. Thus, we support The Trust for Public Land with a \$50,000 grant. Initiatives include maintenance for Cook Park, a 16-acre park in the underserved Westside Atlanta community where Dr. Martin Luther King, Jr. once lived. Additionally, support goes to Trust for Public Land's Community Impact Fund to spur pioneering park innovation where it is needed most. Learn more about Cook Park [link: <https://www.tpl.org/our-work/cook-park>]



## Regionally Focused Grants

### Canyon Country Discovery Center

#### Project Summary & Details:

The vast public lands surrounding San Juan County, Utah, hosts visitors from around the world. Canyon Country Youth Corps is using a \$15,000 grant to boost underserved youth and young adults to create lifelong learning experiences about the Colorado Plateau. CCYC will be hard at work creating new trails, doing trail maintenance, bridge building and more in the Manti-La Sal National Forest. Learn more about the Canyon Country Discovery Center [link: <https://www.ccdiscovery.org/>]

### Downtown Detroit Partnership

#### Project Summary & Details:

Reduce, Reuse, Refill, Rehydrate! Parks for All wants everyone to spend time outside, stay hydrated, and reduce single use plastics. To that end, we are providing \$15,000 to *Drink Up, Detroit!* to provide free water fountains and filling stations to create a more sustainable Detroit, reduce waste and improve health. The first water station will be installed in Cadillac Square. Read more about the Downtown Detroit Partnership [link: <http://downtowndetroitparks.com/>]

### Glen Canyon Conservancy

#### Project Summary & Details:

Horseshoe Bend is one of the most famous landmarks in the world and is at risk of being over-loved. To address this, Parks for All is giving \$11,416 to engage underserved Native American youth in the practice of plant restoration through traditional and modern horticulture practices. The Horseshoe Bend project will inspire a greater sense of ownership in an icon of the American Southwest. Learn more about Glen Canyon Conservancy [link: [CanyonConservancy.org](http://CanyonConservancy.org)]

### Rock Creek Conservancy

#### Project Summary & Details:

People need parks, and parks need people! Rock Creek Conservancy's mini-oases are focal restoration sites that demonstrate the impact of people-powered restoration. With a \$15,000 Parks for All grant 5,000 volunteers will remove invasive plants and litter from 15 acres of Rock Creek Park. At the same time, volunteers will build a strong connection to nearby nature and gain skills to protect the park from the outside in. Learn more about Rock Creek Conservancy [link: [www.rockcreekconservancy.org](http://www.rockcreekconservancy.org)]



## International Grants

### Lake District Foundation

#### Project Summary & Details:

The Fells are a unique, spectacular and fragile mountain range in England that see 20 million visitors a year. To maintain this area for enjoyment now and into the future the Fix the Fells project will utilize a \$25,000 grant from Parks for All to deliver upland footpath repair in the English Lake District National Park. Learn more about the Lake District Foundation [link: [www.lakedistrictfoundation.org](http://www.lakedistrictfoundation.org)]

### Ocean Wise Conservation Association

#### Project Summary & Details:

Parks for All loves oceans and waterways, which is why Hydro Flask has granted \$15,000 to the Great Canadian Shoreline Cleanup, a conservation program that connects everyday citizens to the outdoors to address the problem of litter directly. Through the work of volunteers, Shoreline Cleanup can help to keep plastic and other waste out of nature altogether, one shoreline at a time. Learn more about the Great Canadian Shoreline Cleanup [link: [www.shorelinecleanup.ca](http://www.shorelinecleanup.ca)]

### Surfers Against Sewage

#### Project Summary & Details:

Beaches provide a unique opportunity for recreation as a global resource: the ocean. A \$25,000 grant to Surfers Against Sewage (SAS) supports protection of this resource through training for their incredible network of Regional Rep volunteers. SAS will inspire, unite and empower dynamic leaders across the UK to lead conservation activities and campaigns to protect oceans, beaches, waves and wildlife. Read more about SAS [link: [www.sas.org.uk](http://www.sas.org.uk)].