

Patagonia Elements Inc.



Patagonia Calgary | Banff | Victoria donates to Trout Unlimited, Bow River Chapter

November 23, 2015, Banff/Calgary, AB, Canada – Elements Inc., dba Patagonia Calgary | Banff | Victoria is Western Canada’s Patagonia specialist, independently owned & operated and proudly Canadian. Following the Patagonia brand’s leading example, they focus on environmental sustainability, community, and outstanding customer service while offering the best outdoor gear. For more information visit patagoniaelements.ca.

As a member of 1% for the planet, they have been contributing 1% of annual gross sales to select charitable organizations in the three stores’ local areas, Calgary, AB, Banff, AB and Victoria, BC, totaling \$200,000 since 2008.

For more information and to see how you can get involved, visit onepercentfortheplanet.org.

“The existence of healthy fish populations indicates healthy habitat which in turn indicates the existence of abundant cold, clean water that is important for creating healthy communities and healthy people. Trout Unlimited BRC’s dedication to ensure the protection of the ecosystem and fish habitat of the river that flows in our backyard is important and close to our hearts.”

Neda Jansen, General Manager, Elements Inc.

Quote from Trout Unlimited (BRC):

The Bow River Chapter of Trout Unlimited Canada is proud include Patagonia Elements Canada as a partner in our conservation efforts for the Bow River watershed. The Bow River Chapter is an entirely volunteer organization founded in Calgary in 1985. With the generous support of partners like Patagonia, we will be able to complete some of the many important projects the Chapter has identified. These include fish population health monitoring through redd counts on the Bow and it’s tributaries. Also habitat restoration and protection of both instream and riparian environments, through removal of migration barriers, tree planting and mitigation of other human activity along the river.

Patagonia Elements Inc.



Marion Owens

Marketing

Patagonia Calgary | Banff | Victoria

mowens@elementsinc.ca