

TO LOVE IT IS TO RESPECT IT.



PATAGONIA IS A FOUNDING MEMBER OF "1% FOR THE PLANET," A GLOBAL MOVEMENT THAT ENCOURAGES BUSINESSES TO DONATE AT LEAST 1% OF THEIR ANNUAL SALES TO ENVIRONMENTAL ORGANIZATIONS. SINCE 1985, PATAGONIA HAS COMMITTED 1% OF THEIR SALES, REGARDLESS OF THEIR PROFITABILITY, TO SUPPORT GRASSROOTS ENVIRONMENTAL INITIATIVES AROUND THE WORLD.

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PATAGONIA LOVES NATURE AND KNOWS HOW TO PROTECT IT. ONE WAY WE DO IT IS BY DONATING 1% OF OUR REVENUES TO CONSERVATION GROUPS PRIORITIZING OUR EARTH. EXPLORE THE WORLD ON TWO WHEELS, DRESSED IN PATAGONIA'S SUSTAINABLE GEAR, AND WHEN IN DOUBT, PEDAL IT OUT.

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