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# Columbia Sportswear to Match All In-Store Customer Donations to Support Clean Water on Earth Day

— In honor of Earth Day, Columbia Sportswear will match all customer donations made to Planet Water Foundation at its U.S. retail stores on April 22, 2019. —

PORTLAND, Ore.--(BUSINESS WIRE)-- [Columbia Sportswear](#), a leading innovator in active outdoor apparel, footwear, accessories and equipment, today announced a new donation program to drive support for [Planet Water Foundation](#), a U.S. non-profit that brings clean water to some of the world's most disadvantaged communities.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190421005004/en/>



Since Columbia's work with Planet Water Foundation began, the company has funded 9 water towers across Vietnam, India and the Philippines. As the partnership continues, Columbia's goal is to fund 25 water towers by 2022. (Photo: Business Wire)

stores until May 31, 2019.

"Clean water is important for everyone," said Abel Navarrete, Vice President of Corporate Responsibility for Columbia Sportswear Company. "But it's particularly important in the communities where our suppliers live and thrive. To help provide a solution, we're working with Planet Water Foundation and our factory partners to build water towers to provide clean drinking water to those communities in need."

As a way to increase awareness and drive donations, Columbia is giving its customers a way to double their impact on Earth Day. Customers can visit any U.S. Columbia retail store on April 22 to make a donation to Planet Water Foundation at the register, and Columbia will match their contribution. After Earth Day, customers can continue to make donations at Columbia's retail

Each water tower can provide enough clean water for up to 1,000 people per day. Since Columbia's work with Planet Water Foundation began, the company has funded 9 water towers across Vietnam, India and the Philippines. As the partnership continues, Columbia's goal is to fund 25 water towers by 2022.

"According to the United Nations Children's Fund and the World Health Organization, one in ten people across the globe do not have access to clean water. Each tower takes just one day for our employees and factory partners to erect, but the good they bring to the community lasts for years," said Abel Navarrete.

To join Columbia in supporting Planet Water Foundation, find a [Columbia store](#) near you or visit [columbia.com/planetwater](http://columbia.com/planetwater) to learn more.

### **About Columbia**

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors and innovative spirit into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at [columbia.com](http://columbia.com).

### **About Planet Water Foundation**

Planet Water Foundation is a non-profit organization focused on bringing clean water to the world's most impoverished communities through the installation of community-based water filtration systems and the deployment of hygiene education programs. Planet Water Foundation projects are focused on children, schools and rural/peri-urban communities across Asia and Latin America. Since 2009, Planet Water has deployed more than 1,000 projects that provide clean water access to more than one million people across 13 countries through strategic partnerships with organizations such as Xylem Inc., Coca-Cola, Columbia Sportswear, Starbucks, Watts Water Technologies and Capital One, among others. For more information, visit us at [www.planet-water.org](http://www.planet-water.org)

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