



Eagle Creek to Raise Money for Non-profit Invisible Children at TGA

The initiative is part of the brand's new corporate giving program, live.work.travel.

San Diego Ca, March 6, 2011 – This year, Eagle Creek launched its live.work.travel program, a corporate social responsibility (CSR) initiative, which encompasses the unique aspects of the brand's activities, from community involvement to product sustainability and giving. The travel brand has pledged to double its giving efforts, kicking the program off with a fundraiser at the Travel Goods Show for San Diego based non-profit organization Invisible Children.

Invisible Children is dedicated to helping war-affected children in east Africa. The organization uses the power of media to inspire young people to help end the longest running war in Africa. The money donated will go to educational opportunities for girls who were formerly child soldiers in Uganda.

Eagle Creek is taking \$5 donations for Invisible Children bracelets. The Bracelet Campaign helps Internally Displaced Persons (IDP) generate income in a nearly unemployable environment.

For more information, visit invisiblechildren.com.

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