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Patagonia's Worn Wear Tour Comes to UNH March 21

Monday, March 6, 2017

(HTTPS://WWW.UNH.EDU/UNHTODAY/NEWS/2017/03/06/PATAGONIA-S-WORN-WORN-WORN-WEAR-WEAR-WEAR-TOUR-TOUR-TOUR-COMES-COMES-COMES-UNH-UNH-UNH-MARCHMARCHMARCH-21) 21) 21)

DURHAM, N.H. – The University of New Hampshire will host Patagonia's spring 2017 "Worn Wear College Road Tour" Tuesday, March 21, 2017, as part of its ongoing efforts to get the community to rethink its relationship with material belongings and to consider what role the business community can play in addressing major environmental issues such as waste.

The tour includes a Reuse and Repair Fair from 10 a.m.-5 p.m. in the Mills Courtyard as well as a keynote address and panel discussion from 5-6:30 p.m. in the Memorial Union Building's Granite State Room. The evening event will be followed by a reception and is free and open to the public, but pre-registration is required (https://urldefense.proofpoint.com/v2/url?u=https-3A__unh.az1.qualtrics.com_jfe6_form_SV-5F7116Lnz8A21f3XD&d=DwMFaQ&c=c6MrceVCY5m5A_KAUkrdoA&r=43nhFYk7Lgb9QdQ_EwZ2RfOaAn9EEDYKO5BGcXFWdG0&m=ORovg3koiCz0DUA6UcmdBbsN0i7ur)

The fair encourages people to move away from wastefulness by valuing durable items, and emphasizing the option to repair the products they buy. Patagonia's Worn Wear Truck will offer free repairs of used clothing and outdoor equipment throughout the day. Students, faculty, staff and local community members are invited to bring sporting goods, camping gear, and other used clothing items in need of simple repair. Other activities include trivia and prizes from Klean Kanteen, a recycled fleece demonstration by Re-Fleece, free drinks from Guayaki, upcycling workshops with student groups, bike repairs, smartphone and iPad repairs and more.

Patagonia's Director of Philosophy Vincent Stanley will give the keynote address. He will tell the story of Patagonia's pursuit of environmental and social sustainability. By retracing important junctures and lessons learned, the audience will experience the journey to how Patagonia become one of the boldest and most progressive companies in the apparel industry with regard to environmental initiatives.

Following the speaker, a panel of leading apparel industry experts will discuss the innovative ways sustainable business leaders are reducing their footprint and reshaping the industry.

- Colleen Vien, director of sustainability, Timberland (https://urldefense.proofpoint.com/v2/url?u=https-3A__www.timberland.com_responsibility.html&d=DwMFaQ&c=c6MrceVCY5m5A_KAUkrdoA&r=40I3AuokrNNw2ASgJkRVfAxaHjeqreU1Tj5aoEslwE&m=nlv_zFTuLVg9wsVDUKa_2FV6k1lk&e=): Vien has coordinated Timberland's global sustainability strategy since 2005. As an industry frontrunner, Timberland has pushed the envelope to achieve sustainability in supply chain sourcing, corporate transparency, and reducing their carbon footprint.
- Amy Hall, director of social consciousness, EILEEN FISHER (https://urldefense.proofpoint.com/v2/url?u=http-3A__www.eileenfisher.com_social-2Dconsciousness_social-2Dconsciousness-2Doverview_&d=DwMFaQ&c=c6MrceVCY5m5A_KAUkrdoA&r=40I3AuokrNNw2ASgJkRVfAxaHjeqreU1Tj5aoEslwE&m=nlv_zFTurAXS2ZIPS8ICNaRar8nhwEaFQlue)

xQO_xwPbBL_hTibVvB2btSnxyUfLQYU6rs&e=); Hall pioneered Eileen Fisher's social consciousness mission in 1997, long before industry standards were developed. She has grown the initiative by supporting women in equality and leadership, demanding the upmost respect for human rights, and protecting our environment.

- Stewart Sheppard, fabrics sustainability team, W.L. Gore & Associates (https://urldefense.proofpoint.com/v2/url?u=https-3A__www.gore.com_&d=DwMFAG&c=c6MrceVCY5m5A_KAUkrdoA&r=40I3AuokrxNNw2ASgJkRVfAxaHjeqreU1Tj5aoEslwE&m=nlv_zFTurAXS2ZIPS8ICNaRar8nhw1cc&e=): Sheppard is part of Gore's fabrics sustainability team, where he has worked since 2012. Gore has helped to shape the industry through its innovative responsible technologies and environmental stewardship, and is a founding member of the Sustainable Apparel Coalition.
- Betsy Blaisdell, vice president of product, Sustainable Apparel Coalition (https://urldefense.proofpoint.com/v2/url?u=http-3A__apparelcoalition.org_&d=DwMFAG&c=c6MrceVCY5m5A_KAUkrdoA&r=40I3AuokrxNNw2ASgJkRVfAxaHjeqreU1Tj5aoEslwE&m=nlv_zFTurAXS2ZIPS8ICNaRar8nhw1cc&e=): Blaisdell has overseen the development of SAC's Higg Index, which aims to be the global industry standard for measuring sustainability across the apparel industry.

The panel will be moderated by Fiona Wilson, executive director of UNH Center for Social Innovation and Enterprise and clinical associate professor of social innovation, social entrepreneurship and sustainability.

The fair is co-hosted by UNH Sustainability Institute, UNH Center for Social Innovation & Enterprise, UNH Innovation, Net Impact, Student Environmental Action Coalition (SEAC) and the Post-Landfill Action Network.

The evening events are co-hosted by UNH's Center for Social Innovation and Enterprise together with the Women's Studies Program, New Hampshire Businesses for Social Responsibility and the Post-Landfill Action Network.

For more information, contact Faina Bukher, program manager for UNH's Center for Social Innovation & Enterprise at Faina.Bukher@unh.edu (<mailto:Faina.Bukher@unh.edu>).

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Media Contact

Erika Mantz (</unhtoday/contributor/erika-mantz>) | Communications and Public Affairs | erika.mantz@unh.edu (<mailto:erika.mantz@unh.edu>)

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