

THE CHARLES A. AND ANNE MORROW
LINDBERGH  FOUNDATION

Improving the Quality of Life Through Balance Between Nature and Technology

News release

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FOR IMMEDIATE RELEASE

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**Lindbergh Foundation to Present
First-ever Corporate Award for Balance
to Patagonia, Inc.**

MINNEAPOLIS, May 16, 2006 — The Lindbergh Foundation is pleased to announce that it will present its first-ever Corporate Award for Balance to **Patagonia, Inc.**, at an event to be held at the Minnesota History Center in St. Paul, Minn., on Friday evening, May 19, from 6 – 10 p.m. The Foundation’s newly established Corporate Award for Balance is an honorary award to be presented annually to corporations or organizations whose concern for and dedication to improving our quality of life is demonstrated through their business practices.

“The Lindbergh Foundation is delighted to present Patagonia with our first annual Corporate Award for Balance,” said Foundation Director Erik Lindbergh, grandson of Charles and Anne Morrow Lindbergh. “Patagonia’s global view of the environment and their business practices are a superb model for other businesses to follow. Their success demonstrates that operating a business with a strong environmental ethic can and does work and in fact, may lead to a competitive advantage in the future.” Accepting the Award on behalf of Patagonia will be Rick Ridgeway, Vice President for Environmental and Public Affairs. “Patagonia’s mission statement is to use business to implement solutions to the environmental crisis and inspire other businesses to do the same. We are genuinely pleased to see the Lindbergh Foundation embracing similar values,” noted Ridgeway. “With both the prestige and recognition that comes with this award, we’ve all made a big step toward achieving the goal of inspiring businesses to act in a balanced, environmentally responsible way.”

“It very exciting to know that for the first time in its 29-year history, The Charles A. and Anne Morrow Lindbergh Foundation is awarding a Corporate Award for Balance, and that it is being awarded to Patagonia, Inc.,” said Harrison Ford, 2003 Lindbergh Awardee, slated presenter (schedule permitting), and friend of Patagonia’s founder, Yvon Chouinard. “This honor is very deserved and I hope it will illuminate Patagonia’s leadership toward demonstrating alternatives to conventional, waste-intensive practices.”

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Patagonia will be recognized for its use of organically produced and recycled materials in its clothing line and its efforts to reduce its environmental footprint by incorporating energy-efficient lighting and heating systems and use of recycled building materials at its facilities. Patagonia uses technology to solve environmental problems, and believes there is a strong connection between protecting the environment and successful business.

Patagonia's Commitment to the Environment

In the 1980s, Patagonia began to take steps to reduce their own role as a corporate polluter by using recycled-content paper for their catalogs and developing a recycled polyester for their Synchilla fleece fabric. Environmental responsibility became a key component of everyone's job at the company. By 1996, organic cotton was used in all Patagonia sportswear. In 1986, Patagonia committed to donate 10% of profits each year to small organizations working to save or restore habitat, believing that "uphill battles fought by small, dedicated groups of people to save patches of habitat could yield significant results." Later, they increased their giving to 1% of sales, or 10% of profits, whichever was greater. They continue to make this contribution.

To encourage other companies in the outdoor industry to give money to environmental organizations, Patagonia co-founded the Conservation Alliance in 1989. Today, 70 member companies contribute annual dues to a central fund, which is entirely donated to grassroots environmental groups working to protect threatened wild lands and biodiversity.

Success at Patagonia is also measured by the degree to which it can reduce its environmental impact. Their Reno Service Center features energy efficient lighting systems that rely on motion sensors to help conserve electricity. Workstations are heated by 205 radiant heat panels that direct heat only where it is needed. The carpet is 100% recycled polyester and restroom counter tops are 100% recycled plastic. All wood used is either reclaimed or sustainably harvested. Admittedly, the 171,000 square foot warehouse/office complex cost more to build, but most of the innovations used in the building will pay for themselves within three to eight years through 30-35% energy savings.

"Patagonia realizes that many things we do create pollution," said Foundation President, Marlene White. Their mission demonstrates that alternatives to conventional, waste-intensive construction practices and energy generation not only exist, but yield products, structures, and lifestyles that are more sustainable and in harmony with our environment.

Lindbergh Award Event Held at Minnesota History Center

Others receiving awards at the 2006 Lindbergh Award Event are: **Will Steger and Dr. Peter Diamandis**. Will Steger, who made the first confirmed unsupported trip to the North Pole with a team

of eight people and 50 sled dogs in 1986, will be recognized not only for his numerous polar expeditions, but also for his deep understanding of the environment and his efforts to raise awareness of current environmental threats, especially climate change. In 2007, utilizing the latest in web and communications technologies, students, educators and individuals will be able to travel along with Steger as he embarks upon his next expedition entitled, “To the Ends of the Earth.”

Diamandis, a pioneer in the development of incentive prizes, will be recognized for his ability to inspire the brightest minds on Earth to tackle some of the most pressing issues in the world today. “A visionary, much like my grandfather, Peter Diamandis created the X PRIZE Foundation, to change the current paradigm of space travel,” said Erik Lindbergh. “More recently the X PRIZE Foundation has expanded its scope to include prizes that will enable radical breakthroughs and innovative and cost-effective solutions to the great technical, social and environmental problems of our time.”

The 2006 Lindbergh Award Event is hosted by the Minnesota Historical Society and Bon Appetit. For reservations and information about the May 19 event at the Minnesota History Center, please contact the Lindbergh Foundation office at 763/576-1596, or visit www.lindberghfoundation.org.

With sales last year of \$250 million, Patagonia is noted internationally for its commitment to product quality and environmental activism. Its Environmental Grants Program has contributed over \$25 million to grassroots environmental activists since the program began in 1985, and its Environmental Internship Program allows employees to work for environmental groups while receiving their full paycheck. Known for a unique corporate culture, the company has been recognized for many years by Working Mother magazine as one of the “100 Best Companies for Working Mothers,” and is a regular recipient of recognition by *Fortune* and *Human Resources Management* magazine as one of the “100 Best Companies to work for.”

The Lindbergh Foundation is a public non-profit 501(c)(3) organization, based in Anoka, Minnesota, which strives to encourage and inspire present and future generations to work toward finding ways to improve the quality of all life through three major programs: Lindbergh research grants, the annual honorary Lindbergh Award, and a variety of educational programs, which are designed to bring life to, and engage others in, the Lindberghs’ passion for a balance between technological advancements and environmental preservation.

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Lindbergh Foundation Backgrounder

The Lindbergh Foundation is a public non-profit 501(c)(3) organization, based in Minnesota, which strives to encourage and inspire present and future generations to work toward improving the quality of all life by balancing our technological advancements with the preservation of our environment.

The Lindbergh Foundation pursues its mission through three major programs:

- **The Lindbergh Award** ~ Annually, the Foundation presents its honorary Lindbergh Award for individuals who have made significant contributions toward the balance between technology and nature in their work.
- **Lindbergh Grants** ~ in amounts up to \$10,580 (the cost of building the *Spirit of St. Louis* in 1927), are given to individuals whose proposed research or education projects will make important contributions to the technology/environment balance;
- **Educational Programs and Publications** ~ centered on the balance theme.

One of the Lindbergh Foundation's core values is to honor individual initiative and accomplishment in researchers, scientists, and explorers. In doing so, the Lindberghs, who were each outstanding individual contributors to society – through aviation, writing, and environmental conservation, are also honored. Unquestionably, Charles Lindbergh is best known for his historic New York-to-Paris flight in the *Spirit of St. Louis*. It is much less known that the Lindberghs held a unique perspective on the Earth stemming from Charles' boyhood growing up on the banks of the Mississippi River outside Little Falls, Minn., his barnstorming days in the early 1920s, and the survey flights around the world he and Anne pioneered in the 1930s. Over the years, the Lindberghs witnessed enormous changes in the land, sky and water in the name of progress. Their concern for the environment became the basis upon which the Foundation was established.

Friends of the Lindberghs at The Explorers Club in New York City established the organization in 1977 (the 50th anniversary year of Charles Lindbergh's historic New York-to-Paris flight). General James H. Doolittle and Astronaut Neil Armstrong led the national fundraising campaign for the fledgling organization.

For more information, visit www.lindberghfoundation.org.

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