

A Primer for the Future of Sustainable Business

Patagonia announces a three-in-one toolkit for businesses on what they've learned in 40 years about corporate responsibility and activism

The Patagonia Business Library

Let My People Go Surfing | The Responsible Company | Tools for Grassroots Activists

This year Patagonia released *Tools for Grassroots Activists*, revised and updated *Let My People Go Surfing*, reformatted *The Responsible Company*, then bundled them together in a three-in-one toolkit for shareholders of the planet. Available in February 2017, the three bestselling books will be sold together as the **Patagonia Business Library**, a box-set education on the social, environmental and business practices of one of the world's most radical companies.

In *Let My People Go Surfing*, Patagonia founder Yvon Chouinard lays out his business and nature-based philosophies, which are the foundation of his iconoclastic, visionary and increasingly influential company. *The Responsible Company* and *Tools for Grassroots Activists* present the practical applications, strategies and tools to execute those philosophies.

Together, the books in the Patagonia Business Library offer readers more than 700 pages on what they need to operate responsibly and effectively in the realms of business and activism, and provide an essential primer for the future of doing business on a planet with finite resources. The **Patagonia Business Library** will be offered for \$49.95, a \$15 savings if the books were purchased individually.

Patagonia, Inc.

Founded by Yvon Chouinard in 1973, Patagonia is an outdoor apparel company based in Ventura, California. A certified B-Corporation, Patagonia's mission is to build the best product, cause no unnecessary harm and use business to inspire and implement solutions to the environmental crisis. The company is recognized internationally for its commitment to authentic product quality and environmental activism, contributing over \$77 million in grants and in-kind donations to date.



BOOK DETAILS

February 7, 2017
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Box set of 3 paperbacks
Slipcased and casebound
724 pages total
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\$49.95 US

Patagonia.com/books

PR  BOOK

Let My People Go Surfing: The Education of a Reluctant Businessman by Yvon Chouinard

In this newly revised 10th anniversary edition, with over 40 percent new material and now full-color throughout, Patagonia founder Yvon Chouinard shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian handyman to the thrilling, ambitious climbing expeditions that inspired his innovative designs for the sport's equipment, *Let My People Go Surfing* is the story of a man who brought doing good and having grand adventures into the heart of his business life.

AS SEEN IN: *The New Yorker*, *The Wall Street Journal*, Fast Company's Co.Create, *Financial Times*, [Outside.com](#), *New York Post*, *Business Insider*, *Politico Playbook*, *Bloomberg Business News*, *Inc. Magazine*, [Quartz.com](#), *Fast Company*

The Responsible Company: What We've Learned From Patagonia's First 40 Years by Yvon Chouinard & Vincent Stanley

The Responsible Company shows companies how to thread their way through economic sea change and slow the drift toward ecological bankruptcy. Its advice is simple but powerful: reduce your environmental footprint (and its skyrocketing cost), make legitimate products that last, reclaim deep knowledge of your business and its supply chain to make the most of opportunities in the years to come, and earn the trust (and business) you'll need by treating your workers, customers and communities with respect.

AS SEEN IN: [CNMoney.com](#), *Fast Company*, *The Guardian*, [bthechange.com](#)

Tools for Grassroots Activists: Best Practices for Success in the Environmental Movement edited by Nora Gallagher & Lisa Myers; foreword by Yvon Chouinard

For over 20 years, Patagonia has organized a bi-annual Tools Conference, where experts provide practical training to help activists be more effective in their fights. Now Patagonia has captured Tools' best wisdom and advice into a book, creating a resource for any organization hoping to hone core skills like campaign and communication strategy, grassroots organizing, and lobbying as well as working with business, fundraising in uncertain times and using new technologies. Each chapter, written by a respected expert in the field, covers essential principles as well as best practices and is accompanied by a hands-on case study that demonstrates the principles in action.

AS SEEN IN: Fast Company's Co.Exist, *Backcountry Magazine*, [Outsideonline.com](#), [SustainableBrands.com](#), [Ecocult.com](#), *Grind.TV*, *Foreword Reviews*



STORY IDEAS

- Setting the Stage: The personal story and business advice of Patagonia's visionary and founder
- What Patagonia has learned in its 40-year history about navigating the line between business and activism
- Inspiration for Business Owners: How minimizing your environmental footprint can save you money
- Advice for Activists: The importance of applying business principles to activism to make your voice heard
- Protecting the Great Outdoors: Why including sustainability efforts in business practices is a win-win

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