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FOR IMMEDIATE RELEASE

**Patagonia Founder Yvon Chouinard Climbs Andes Mountains**  
**In Partnership with the Holdfast Collective, Patagonia Raised \$15 million**

**VENTURA, Calif. - September 18, 2023** – The founder of Patagonia, Yvon Chouinard, climbed the Patagonian Andes mountains in South America, to raise money for the nonprofit, the Holdfast Collective. On his live-streamed climb, he brought in \$15 million for the Holdfast Collective, on top of the yearly \$100 million donated.

Yvon Chouinard, the founder of Patagonia, is a rock climber and environmentalist who aspires to make little environmental impact through his sustainable clothing company. At 84 years old, Yvon Chouinard becomes the oldest man to ever climb the Patagonian Andes and displays his true intentions of making the world a healthier, habitable place.

“Who are businesses really responsible to? Their customers? Shareholders? Employees? We would argue that it’s none of the above,” said Yvon Chouinard, “Fundamentally, businesses are responsible to their resource base. Without a healthy environment, there are no shareholders, no employees, no customers, and no business.”

**ABOUT THE HOLDFAST COLLECTIVE** - At the Holdfast Collective, our mission is to empower individuals, families, and communities with the resources they need to create, build, and transform. We believe that access to tools and knowledge is the cornerstone of self-reliance, sustainability, and community strength.

**ABOUT PATAGONIA** - We're in business to save our home planet. Founded by Yvon Chouinard in 1973, Patagonia is an outdoor apparel company based in Ventura, California. As a certified B Corporation and a founding member of 1% for the Planet, the company is recognized internationally for its product quality and environmental activism, as well as its contributions of nearly \$200 million to environmental organizations. Its unique ownership structure reflects that Earth is its only shareholder: Profits not reinvested back into the business are paid as dividends to protect the planet.