



PRESS

CANADA GOOSE BOOSTS SUPPORT FOR POLAR BEAR CONSERVATION WITH EXPANDED COLLECTION

Canadian outerwear manufacturer introduces lightweight jackets to Polar Bears International Collection

TORONTO, ON (August 2, 2012) – Canada Goose, one of the world’s leading manufacturers of extreme weather outerwear, unveiled its 2012 Polar Bears International (PBI) Collection at Summer OR – introducing three new signature pieces, now available at select retailers around the world. Now in its fourth year as a Platinum sponsor of PBI – a non-profit organization dedicated to the worldwide conservation of the polar bear through research, stewardship and education – Canada Goose donates a portion of proceeds from each product sold from the collection. To date, sales of Canada Goose PBI Collection products have contributed hundreds of thousands of dollars to the organization.

Recognized as the warmest parkas on the planet, Canada Goose products have long been a staple for the PBI team, including staff and scientists working in the High Arctic and other extreme cold weather climates, so in 2010 the company introduced the PBI Collection available for consumer purchase. With the addition of the lightweight Lodge Down Hoody for men and Camp Down Hoody for women, as well as a PBI beanie for men, women and youth, the full PBI Arctic Program Collection now features 11 pieces – all in the signature PBI royal blue and all manufactured in Canada. Along with a donation to PBI, the purchase of any PBI Collection jacket also includes a PBI membership.

“In my travels over the years, I’ve seen first-hand the drastic effects that global warming and other environmental activities have had on the polar bear population,” says Dani Reiss, President and CEO, Canada Goose and PBI Chairman of the Board. “We continue to look for new ways that we can expand our partnership with PBI and support the organization’s important commitment to the worldwide conservation of the polar bear and its habitat.”

Leveraging more than 40 years of down expertise, Canada Goose lightweight jackets provide optimal protection for more active outdoor use. With a double layer windproof shell and 4-way adjustable tunnel hood, the new lightweight PBI hoodies are extremely warm and windproof, making them a perfect choice for camping, hiking or skiing. Additionally, they travel extremely well as they can be easily packed into a brushed tricot-lined inner pocket to create a comfy pillow. The Lodge and Camp Hoody also offer the following features for better protection from the cold and wind:

- Quilted ripstop nylon shell treated with a DWR finish
- Hip-length drop tail
- Brushed tricot neck lining
- Internal stretch mesh pocket for easy access storage
- Stretch cuffs for comfort and warmth

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About Canada Goose Inc.

For over 50 years, Canada Goose has been committed to producing the best extreme weather outerwear in the world; proudly made in Canada. From the South Pole research facilities and the Canadian High Arctic, to the streets of New York City, Stockholm, Milan, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, best quality, functionality and iconic style. Canada Goose supports Polar Bears International as well as a number of charitable organizations and outdoor ventures that provide commitment to Arctic stewardship and the environment. Ask Anyone Who Knows.

Visit www.canada-goose.com for more information on Canada Goose.

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