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Joovy Partners with the National Park Foundation to Inspire a Love of the Outdoors Among Young Families

Dallas, TX (August 25, 2020) - Joovy, a baby gear lifestyle brand known for its excellent customer service and modern designs at affordable prices, has partnered with the National Park Foundation, the official nonprofit partner of the National Park Service.

This partnership has deep roots for Joovy's Founder and CEO Rob Gardner, who grew up camping and fishing with his Dad. Those adventures created a love for the outdoors that Rob continues to nurture today. Rob and his wife Sarah live an active outdoor lifestyle with their children and have explored numerous national parks. "There is something empowering about being outside and conquering difficult tasks—one of my favorite sayings is, "You don't get that at the average hotel," said Rob.

From August 25 through September 30, 2020, Joovy agrees to donate 5% of the retail price of each product having an individual price over \$40 purchased on www.joovy.com to the National Park Foundation for a minimum commitment of \$200,000, through this and other promotions, by the end of 2021. Later this year, Joovy will also be launching a National Park Collection, where five percent of the retail price under this collection will be donated to the National Park Foundation.

Never has there been a time more critical than now to connect with our national parks. Being outside offers many benefits for children. It increases self-esteem and self-awareness, generates love and respect for nature and living things; builds confidence and creates family memories to last a lifetime, among others.

"We are thrilled to partner with Joovy to help connect families to national parks across the country," said Stefanie Mathew, senior vice president of corporate partnerships at the National Park Foundation. "These treasured places offer unforgettable experiences for the whole family."

As the brand's first charitable partnership, Joovy hopes to create an excitement and love for the outdoors by sharing the beauty, history, and heritage of America's national parks. "It is our responsibility to protect these national parks", said Rob Gardner. "They hold not only beauty but our very heritage and history, and we are proud to honor that through this partnership."

Joovy believes that children must learn how to protect their environment, be kind to each other, and make decisions that benefit the world. Children learn by doing. They need to spend time outside to appreciate it so they will grow up to protect it. "We are committed to spreading the word about the more than 400 parks in the national park system. They are our country's greatest treasures, and we need to make sure they are here for future generations," said Rob Gardner.

ABOUT JOOVY

Joovy is a privately held US company founded by Robert Gardner, which focuses on innovatively designed premium juvenile & recreation products. Joovy is headquartered in Dallas, Texas, with additional offices and warehouse distribution facilities in Irvine, California. For more information, please visit <https://joovy.com/inside-joovy/partners/national-park-foundation/>.

ABOUT THE NATIONAL PARK FOUNDATION

The National Park Foundation is the official charity of America's national parks and nonprofit partner to the National Park Service. Chartered by Congress in 1967, the National Park Foundation raises private funds to help protect more than 84 million acres of national parks through critical conservation and preservation efforts and connect all Americans with their incomparable natural landscapes, vibrant culture, and rich history. Find out more and become a part of the national park community at www.nationalparks.org

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