

\$1 Million Pledge on World Environment Day 2020

New Charitable Foundation Launch

Tasmanian Walking Company (TWC) is excited to announce the official launch of its philanthropic initiative that will cultivate real change in support of Australian conservation projects. The initiative, called Tasmanian Walking Company Foundation, will focus on innovative programs that restore balance to threatened ecosystems while protecting vulnerable native animals and promoting sustainable use of wilderness areas.

Born from a heritage of charitable roots Tasmanian Walking Company raised \$112000 for the Australian Bushfire relief and recovery earlier this year. The Foundation will provide a guarantee of raising \$1 million over the next five years.

Brett Godfrey, Co-owner said, "On World Environment Day this year we are celebrating our ongoing commitment to nature and inspiring positive change by launching the Tasmanian Walking Company Foundation. Today marks an important milestone in centralising our philanthropic efforts in our pursuit to raise a deeper awareness of environmental stewardship'.

Gary Smith, Chairman, Great Walks of Australia said, "Amid the challenges of COVID-19, it is fantastic to see Tasmanian Walking Company showing leadership in the tourism industry at a time where we need to lift spirits and give people something genuine to embrace. The new Foundation has embarked on an exciting strategy and I look forward to seeing the positive contribution it makes to the environmental conservation of our magnificent national assets".

The Foundation will provide a platform for walkers to give back to the wilderness areas they visit and in turn, help conserve the natural and cultural heritage for generations to come. Walkers will be able to add a charitable contribution to their booking and an employee donation matching scheme will be established. TWC will cover all administration costs with 100% of the money raised donated.

In 2021 the Foundation will launch its 'Heart of Nature' Charity Walk with the simultaneous departure of four fundraising walks accompanied by a virtual reality social media awareness campaign. The first-of-its-kind four-day event will be offered free of charge to participants who, in exchange, will be required to fundraise a minimum of \$5000. The all-inclusive guided walks involved in the campaign will be Cradle Mountain Huts Walk, Three Capes Lodge Walk, Bay of Fires Lodge Walk and Twelve Apostles Lodge Walk.

Fundraising efforts will be spent on boots-on-the-ground projects that advocate for the conservation of public land to sustain healthy forests, wildlife habitat, and recreation opportunities. Campaigns will focus on revegetation projects and the expansion of protected areas such as the Tarkine where less than 5% is national park areas despite being the world's second-largest cool temperature rainforest.

Heath Garratt, General Manager said, "Operating walks in such precious locations comes with the responsibility of preserving the natural wilderness and cultural diversity of these wild spaces. Under the Foundation we have a great capacity to extend the reach of fundraising, drive new initiatives and build on existing partnerships such as Wildcare. It's a big step in our bid to actively support conservation projects and inspire people to advocate for issues they care most about".

Sharon Smith, CEO, Wildcare Tasmania added, "Wildcare and Tas Walking Company have worked alongside each other for many years, particularly in the Bay of Fires region with the very successful Irapuna community weekend clean-ups. Tas Walking Company are always on the front foot to care for Tasmania's environment and to support not for profit charities. I am excited to see what new conservation initiatives they will progress under the new Foundation!"

Further information is available on the Foundation's new website: Visit www.TWCFoundation.com.au.

[Click this link for a photo of Guide Sanja on the Overland Track](#)

[About Tasmanian Walking Company](#)

In 1985 Tasmanian Walking Company was offered the special privilege of developing a multi-day walking experience along the Overland Track in the Cradle Mountain/Lake St Clair National Park. The company (inclusive of Tasmanian Walking Company and Australian Walking Company) now has six multi-day guided walks in wilderness areas across Australia.

TWC operates four of the twelve Great Walks of Australia and is a recognised leader in environmental travel practices winning numerous national tourism awards. TWC is an inductee in the hall of fame at the Qantas National Tourism Awards as Australia's best eco-tourism operator.

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