

WWF-AUSTRALIA AND TASMANIAN WALKING COMPANY LAUNCH WALK FOR WILD TO RAISE FUNDS FOR REGENERATE AUSTRALIA

100% of Walk for Wild sales donated

The World Wildlife Fund-Australia (WWF-Australia) and Tasmanian Walking Company (TWC) today officially launched the inaugural Walk for Wild fundraising event series set to depart on 8 October 2021. Centred around four of TWC's award-winning walks, the partnership will raise funds for the largest and most innovative wildlife and landscape regeneration program in Australia's history - WWF's Regenerate Australia.

Regenerate Australia aims to rehabilitate and restore wildlife and habitats impacted by the 2019-20 bushfires and future-proof Australia against climate disasters. Guests who join one of the Walk for the Wild trips will have the opportunity to experience Australia's breathtaking wilderness areas while also supporting Regenerate Australia projects that focus on restoring our environment and ensuring it thrives.

This is a chance for Australians to be part of a defining moment for the future, with 100% of all Walk for Wild sales donated by TWC.

Brett Godfrey, co-owner of Tasmanian Walking Company said, "Walk for Wild marks the start of a new partnership with WWF-Australia and celebrates our ongoing commitment to inspiring positive change in conservation. We are proud to be supporters of Regenerate Australia and helping to restore the 19 million hectares of wilderness that burned during the 2019-20 bushfires."

Godfrey added, "Walk for Wild is an exciting opportunity for people to enjoy the health and wellbeing benefits of walking in Australia's remote wilderness areas while at the same time knowing the full purchase price of their walk is contributing to this incredible conservation effort."

Together, TWC and WWF-Australia will seek to educate walkers on the importance of conservation of our wilderness areas, and support projects that have a genuine and tangible impact.

Kathryn Birch, Senior Manager Impact Partnerships at WWF-Australia said, "We are very proud to be working with Tasmanian Walking Company to help raise awareness and critical funds for Australian conservation and encourage people to enjoy Australia's incredible natural environment. Eco-tourism, when mindful and well-managed, can have a huge positive impact for people and nature. Our goal to Regenerate Australia can only be achieved through collaboration with businesses, government, industry and local communities. The tourism sector has an exciting and valuable role to play in helping to achieve this ambitious goal."

To book one of the four Walk for Wild experiences departing 8 October 2021 go to www.taswalkingco.com.au/wwf-walk-for-wild/.

WALK FOR WILD TO REGENERATE AUSTRALIA

All Walks depart October 8, 2021

Bay of Fires Lodge Walk - Four days \$2,595

Cradle Mountain Huts Walk - Six days \$3,995

*Twelve Apostles Lodge Walk - Four days \$2,595

Three Capes Long Weekend - Three days \$1,995

Book with Confidence.

Walkers can confidently book their Walk for Wild departure. If official Covid related travel restrictions are still in place 14 days prior to the 8 October 2021 departure date, walkers can postpone their walk for up to 24 months. 100% of the walk will still be donated to WWF-Australia. Alternatively, we will offer you a full refund. *Terms and conditions apply.

To help us achieve our goal of raising \$150000, Walk for Wild to Regenerate Australia donations can be made at taswalkingcofoundation.com.au/donate and add message "WWF Walk for Wild" .

*Walk operated by partner Australian Walking Company.

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