

July 20, 2016

**2016 UIAA Respect the Mountains**

Tirol, Mayrhofen-Hippach, Austria

**UIAA RESPECT THE MOUNTAINS – AUSTRIA**

***Spend a morning making a positive difference to the future of the environment and an afternoon enjoying the area's natural beauty by volunteering at the family-friendly UIAA and KEEN Respect the Mountains clean-up event in the village of Mayrhofen-Hippach located in the Zillertal valley.***

The UIAA Respect the Mountains series, partnered by KEEN, will take place throughout the summer of 2016, with nine events held across eight countries in some of Europe's most popular and beautiful mountain tourist destinations - from the lush green valleys of North Wales to the alluring, vibrant Black Forest to sun-kissed Tenerife and the imposing might of Mount Kazbek. With over 100 million visitors travelling to these areas each year, the environmental impact is considerable and the need to raise awareness about mountain protection greater than ever.

**Austria will host one of the UIAA Respect the Mountains events, with Zillertal providing the setting on Wednesday 20 July.**

All of the events unite clean-up initiatives, adventure and a chance for volunteers to share their appreciation of mountains. This is a genuine 'grass roots' concept welcoming all types of mountain visitors – tourists, local volunteers, sport enthusiasts and businesses to come together and foster their own mountain community. The event programmes are designed for all ages and a wide demographic, with an emphasis on team spirit and a mutual appreciation of mountains.



Throughout the 2016 series, the UIAA and KEEN will promote the '7 Ways to Respect the Mountains'. These are: *book smart, travel wise, support sustainable practices, be a respectful mountain tourist, leave no trace, Reduce, Reuse, Recycle & Upcycle (RRRU) and spread the word*. At each event, one of these rules will form part of the core message.

Participants will meet at the Gashof Zillertal from 09:30 ahead of the 10:00 start when volunteers will be provided with a full briefing before being distributed into groups with the cleaning equipment. The teams will also focus their attention on some obvious (and not so obvious) sites where litter can collect by roadsides, parking areas, hillsides and wind traps. Depending on requirements other measures may be taken such as the elimination of "neophytes", immigrant plants which spread rapidly while threatening the alpine biodiversity - some of these species are even toxic.

After a few hours of rewarding work, participants will then have the possibility to socialize around a BBQ provided to all volunteers at 13:00. In the afternoon the focus switches to enjoying one of the many types of activity the area has to offer. This includes rafting, mountain biking or via ferrata.

Throughout the day, participants will need a *keen* eye as the volunteer discovering the most original piece of garbage will be awarded a prize from the KEEN product range. The event finishes at 16:00.

The event is organized in conjunction with [XP] events.

**Further Reading:**

[theuiaa.org/uiaarespectthemountains.html](http://theuiaa.org/uiaarespectthemountains.html)

[keenfootwear.com/respectthemountains](http://keenfootwear.com/respectthemountains)

The official hashtag for the project is #respectthemountains



## PROGRAMME DETAILS

### Times

- 09:30 Arrival of the participants
- 10:00 Welcome and Start of clean-up
- 13:00 BBQ
- 14:00 Outdoor activities
- 16:00 End of programme

### Location

Gasthof Zillertal  
Burgstall 388  
6290 Schwendau, Mayrhofen-Hippach  
Austria  
GPS-Koordinaten: N 47° 10.405' E 11° 51.72

### Equipment Required

- Robust, comfortable footwear is recommended (even better if a pair of KEENs...)
- Drinking water
- Sunscreen
- All weather jacket
- Cleaning equipment will be provided by the UIAA and the local organiser.
- Please note children must be accompanied by a responsible adult.

### Registration

The registration form can be accessed [here](#).



Local Partner

[XP] events,

Mr. Rik Kingma: [rik@xpevents.nl](mailto:rik@xpevents.nl)

[Österreichischer Alpenverein, Sektion Zillertal](#)

## **MEDIA ENQUIRIES**

Media wishing to obtain further information about the event are invited to contact:

### **UIAA**

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### **KEEN**

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### **About the UIAA**

The UIAA was founded in 1932 and has 82 member associations in 58 countries representing about 3 million climbers and mountaineers. The organization's mission is to promote the growth and protection of climbing and mountaineering worldwide, advance safe and ethical mountain practices and promote responsible access, culture and environmental protection.

The organization operates through the work of its commissions which make recommendations, set policy and advocate on behalf of the climbing and



mountaineering community. The UIAA is recognized by the International Olympic Committee.

[www.theuiaa.org](http://www.theuiaa.org), [www.facebook.com/theuiaa](https://www.facebook.com/theuiaa) <https://twitter.com/UIAAmountains> <https://www.instagram.com/uiaamountains/>

**About KEEN** Inspired by a love of the outdoors, KEEN Inc. manufacturer of hybrid outdoor and casual products, including footwear, bags and socks, is dedicated to creating quality products that support the lifestyles and outdoor adventures of active people around the world. KEEN products can be found online and through more than 5,000 retail locations in more than 60 countries, as well as in KEEN Garage retail stores in Portland, Palo Alto, Tokyo, Prague and Toronto, where fans can enjoy the branded experience. The company operations and culture reflect a stand-out commitment to building a strong community and a healthier planet so that all can create, play, care. Learn more at:

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