

August 11, 2016
August 26, 2016

2016 UIAA Respect the Mountains

Samoëns, France & Tignes, France

UIAA RESPECT THE MOUNTAINS – FRANCE

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 Samoëns and Tignes.

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.

Two of the UIAA Respect the Mountains events will take place in the Rhône-Alpes, the first of which will be held in Samoëns on Thursday 11 August 2016, the second in Tignes on Friday 26 August.

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.

The event in Samoëns will start at 10:00 and in **Tignes** at 09:00, with local guides providing a full briefing before distributing the participants in groups with the cleaning equipment. Volunteers will spend the morning collecting waste from the hiking trails (and admiring the vistas at the same time!).

After a few hours of rewarding work, participants will then have the possibility to socialize around a BBQ provided to all volunteers. In the afternoon the focus switches to enjoying one of the many types of activity the Rhône-Alpes has to offer. This includes mountain biking and rafting in Samoëns and beach volleyball and tennis in **Tignes**.

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 events finish at 16:00.

The event in Samoëns is organized in conjunction with Alp Adventures and the local FFCAM branch. In Tignes the event is organized by Tignes Développement.

Further Reading:

theuiaa.org/uiaarespectthemountains.html

keenfootwear.com/respectthemountains

The official hashtag for the project is #respectthemountains



PROGRAMME DETAILS

Times

Samoëns: 10:00-16:00, Thursday 11 August

Tignes: 09:00-16:00, Friday 26 August

Location

Samoëns:

Les Lacs aux Dames Base de Loisirs

L'Espace du Bois aux Dames

74340 Samoëns

Tignes:

Maison de Tignes le Lac

73320 Tignes

France

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

To volunteer, please register via the dedicated online form for [Samoëns](#) or [Tignes](#). Further details related to the organisation of the events are available from the following links: [Samoëns](#) and [Tignes](#).



Local Partner

Samoëns:

Alp Adventures, Mr. Arno de Jong: dejongarno@gmail.com

Co-Organisator: FFCAM Samoëns <http://cafhautgiffre2009.ffcam.fr/>

Tignes:

Tignes Développement, Mr. Romain Pignault: RPignault@tignes.net

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, 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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