

## **Croakies® Announces its Most Recent Conservation Program Partnership as Part of the Company's Long-term Goal to Protect the Environment**

*A partnership with Trout Unlimited will focus conservation efforts on restoring America's cold water fisheries and watersheds.*

Jackson, Wyo. (January 17, 2012)-Croakies®, the original manufacturer of eyewear retainers sold worldwide, has long been dedicated to preserve and restore the environment and the natural resources where we love to work and play. In addition to the two nature conservation programs we currently support, Croakies has recently partnered with Trout Unlimited to support their mission to conserve, protect and restore North America's cold water fisheries and their watersheds.

Trout Unlimited is a national leader in their efforts to revive North America's rivers. We stand by their vision to oversee that both native and wild coldwater fish once again flourish in our North American waters so that children can learn from and thrive in our nation's natural fisheries.

As a company, we are very excited about our newest partnership with Trout Unlimited. "Our rivers play a big role in many of our customers and employees lives. We understand the need to do everything we can to help protect and conserve them and as a company Croakies is dedicated to do just that," said Executive Vice-President of Croakies John Scott.

We are proud of our conservation program in which we partner with leading national organizations to sell Croakies with the organization's logo. Croakies is determined to expand its conservation program and will be announcing partnerships with other conservation groups in the near future. Please help support our efforts with the purchase of our conservation Croakies available at

<http://store.croakies.com/croakiesconservationprints.aspx>

### **About Croakies**

It began with a simple idea and eventually spread into a multifaceted vision. In 1977, a local ski patrolman from Jackson Hole, Wyoming realized the need for an eyewear retainer that would grip his shades and secure them tight to his body while performing all aspects of his job. Grabbing some old neoprene from a kayak spray skirt and a pair of scissors, he constructed what was then recognized as the first Croakies®. Now, more than three decades later, we are still hard at work designing and growing our line of eyewear retainers.