



**Contacts:**

Jodi Housman  
Cone, Inc.  
617-939-8384  
[jhousman@coneinc.com](mailto:jhousman@coneinc.com)

Cara Vanderbeck  
The Timberland Company  
603.773.1222  
[cvanderbeck@timberland.com](mailto:cvanderbeck@timberland.com)

**FROM THE POWER OF ONE TO THE EFFORT OF MANY,  
TIMBERLAND CELEBRATES EARTH DAY BY RECOGNIZING  
EARTHKEEPERS AROUND THE WORLD**

*More than 150 events in 32 countries designed to educate, inspire and mobilize consumers in the fight against climate change*

**STRATHAM, N.H., USA, April 21, 2009** – As one man enters the Atlantic coastal waters to start his 1,000-mile eco-swim, 80 volunteers in Thailand create an urban forest through the planting of 1,000 trees – all in the name of Earth Day, in the hopes of stemming the climate crisis and catalyzing an environmental movement of “do-ers” under the banner of [Timberland Earthkeepers](#).

“Earthkeepers launched a year ago as an online campaign to unite people around the idea of protecting our planet and inspiring real-world environmental change,” explains Timberland President and CEO Jeff Swartz. “Since then, it has grown into a much broader movement, encompassing everything from our environmentally-conscious product line to our community greening efforts to providing a global platform for a new generation of environmental heroes. We believe that everyone has the ability to be an Earthkeeper – and no better day to reinforce and celebrate that belief than on Earth Day.”

Timberland has recognized Earth Day with community service events for 11 consecutive years; this year, Timberland-hosted Earth Day events will unite more than 8,000 volunteers at more than 150 events around the world, generating nearly 50,000 service hours.

More important than the numbers, according to Timberland CEO Jeff Swartz, is the opportunity to show people how their individual effort creates a positive impact on our environment and helps in the fight against global warming.

“People are increasingly concerned about climate change and its impact on our world, but it’s an overwhelming issue and it can be difficult to know how or where to begin,” says Swartz. “We can help by better educating consumers on how to be a part of the solution,

inspiring them through the stories of others, and engaging them in events to put their own environmental passion into action.”

Here are some ways in which Timberland is working to educate, inspire and engage others this Earth Day:

- Extreme swimmer and eco-activist Christopher Swain has joined the ranks of the “Earthkeeper Heroes” – a select group of environmental change agents who, through a partnership between Timberland and Changents.com, tell their amazing stories from the frontlines in real-time while building a network of fans around the world to help them. On Earth Day, Christopher will embark on the first leg of his 1,000 mile swim journey from Marblehead, Massachusetts to Washington, DC to raise awareness about pollution and the impact on our ocean planet. No matter where you are in the world, you can follow Christopher Swain’s adventure 24/7, interact with him directly and become part of the Earthkeeper Movement at <http://www.changents.com/christopherswain>.
- Some 40 miles north in Hampton, New Hampshire more than 100 volunteers will clear trash and debris from local beaches. This has been designated as a “Take Your Child to Serve” project, giving Timberland employees an opportunity to share their environmental values in action with their children – a valuable hands-on experience for the next generation of Earthkeepers.
- This past weekend, Timberland employees, partners and families joined in America’s largest Earth Day action, the Green Apple Festival, which took place in ten cities across the US. Timberland is a sponsor of the 2009 Green Apple Festival, which focused on climate change solutions such as tree planting, water protection, urban gardens and forest restoration, and culminated in a free “thank you” concert in each participating city.
- Outside the US, Timberland-hosted Earth Day events range from tree-planting in Germany and greening urban spaces in Spain to clearing rubbish and debris in Japan and weeding and fertilizing a field of seedlings in China.

Following Timberland’s Earth Day events, photos, highlights and additional coverage will be available on [www.earthkeeper.com](http://www.earthkeeper.com).

###

### **About Timberland**

Timberland (NYSE: TBL) is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. Timberland markets products under the Timberland<sup>®</sup>, Timberland PRO<sup>®</sup>, Mountain Athletics<sup>®</sup>, SmartWool<sup>®</sup>, Timberland Boot Company<sup>™</sup>, Howies<sup>®</sup> and IPATH<sup>®</sup> brands, all of which offer quality workmanship and detailing and are built to withstand the elements of nature. The company’s products can be found in leading department and specialty stores as well as Timberland<sup>®</sup> retail stores throughout North

America, Europe, Asia, Latin America, South Africa and the Middle East. Timberland's dedication to making quality products is matched by the company's commitment to "doing well and doing good" – forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland, please visit [www.timberland.com](http://www.timberland.com). To learn more about becoming an Earthkeeper, visit [www.earthkeeper.com](http://www.earthkeeper.com).