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TIMBERLAND LAUNCHES “SPOT GREEN” CONTEST TO FIND LOCAL GREEN TRENDS ACROSS THE WORLD

EARTHKEEPER HERO AND ENVIRONMENTAL SUSTAINABILITY TREND EXPERTS TO JUDGE CONTEST

September 8, 2009 – [Timberland](#), in partnership with [Changents.com](#) and the support of [TrendsUpdates](#), is sponsoring the “Spot Green” contest created to find the coolest green projects and trends inspiring eco-friendly lifestyles in communities across the globe. Trend spotters can submit a photo, video or brief description of the eco-craze in their hometown at [SpotGreenContest.com](#). The top three Green Trend Spotters will win a pair of Timberland Earthkeeper boots and featured in a video on Changents.com and TrendsUpdates.com.

Timberland Earthkeeper Hero [Cate Trotter](#) (a.k.a. the “Green Insider”), a 27-year-old environmental [sustainability](#) trend spotter and “greentpreneur”—green business expert, together with TrendsUpdates will judge the submissions. Cate, a green trend spotting pro, is sharing stories about her journey through London while she discovers emerging trends from its green scene including environmentally sustainable break-throughs, eco-architectural feats, ethical fashion trends, [green technology](#) innovations, and Gen Y eco-conscious culture spanning from art to nightlife.



“Spot Green” is part of the [Timberland Earthkeeper Heroes](#) program. The program is a partnership between Timberland and Changents.com to create a unique consumer engagement engine to "break" emerging eco-change agents onto the global environmental scene through an array of online and on-the-ground consumer engagement opportunities. Earthkeeper Heroes combines the evolving stories of dynamic environmental heroes with an interactive social media experience. The result is a platform that connects this generation’s most exciting agents of environmental change with people around the world who can help them.

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® products are sold worldwide through leading department and specialty stores as well as Timberland® retail stores. 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. To learn more about Earthkeepers, please visit www.earthkeeper.com.

About Changents

Changents (<http://changents.com>) is the leading Internet site that connects exciting people who are changing the world with those that help them. Changents focuses on the power of charismatic individuals and their ongoing personal stories to build online communities led by Change Agents. The Changents social media platform empowers agents of change with storytelling and team-building tools that enable them to be discovered and supported by “Backers” everywhere. Since launching in June 2008, tens of thousands of people around the world have engaged with dynamic Change Agents on the site to address a full range of social and environmental issues in ways that are personal, exciting and impactful – without the bureaucracy of traditional institutions.

About TrendsUpdates

TrendsUpdates (<http://trendsupdates.com>) is an endeavor whose goal is to span globally and educate the online community of the ongoing trends across various segments. Universal appeal with a “twist” is their motto, and being a close-knit community, TrendsUpdates’ only desire is to provide its audience with a perfect blend of humorous and serious blog commentary. They cover a broad range of topics: from news, politics and reviews, environment science and technology to more innovative and unusual products, design and everything in between.