

## **eneloop donates €21,000 to nature reserve thanks to Lithuanian couple**

*Zellik, 23 October 2017* – Battery manufacturer Panasonic Energy Europe announced the winners of the eneloop expedition 2100 on Friday, 20 October. After trekking 2,100 km through Europe, sleeping under open skies for 119 nights, making 12 ‘City Stops’, completing 17 challenges and as many duels, Team Yellow’s Lithuanian duo returns home with a cheque for €21,000 for their ecological charity.

[Romas and Simona](#) came out ahead of Polish friends Michał and Paweł ([Team Red](#)), and twin brothers Anders and Kasper from Denmark ([Team Purple](#)). They were competing on behalf of **Čepkeliai-Dzūkija National/PAN Park**. This Lithuanian NGO focuses on conserving the Dainava Forest, where Romas and Simona first met. Thanks to these travel buddies, the environmental organisation can bank an extra €21,000. The other teams’ ecological charities – **Amnesty International** and the Estonian NGO ‘**Student Society for Environmental Protection**’ – each received €2,100.

The three teams started their 120-day journeys from Poland, Denmark, and the United Kingdom on 23 June. They all hiked 2,100 km for an ecological charity of their choosing. Each team was given eneloop batteries to trade, and they received camping meals, a tent, hiking kit, a smartphone, and a drone from sponsors. They could earn points by generating green energy during **four ‘City Stops’** per team and were assessed weekly based on **ecological challenges** and **duels**. The **involvement and size of the Facebook fanbase** also had an impact on their scores.

Battery manufacturer Panasonic Energy Europe launched the [eneloop expedition 2100](#) for its environmentally friendly eneloop batteries. These are pre-charged with solar energy and can be recharged an average of 2,100 times. Moreover, they last longer per charge than traditional batteries due to their higher voltage. Their temperature resistance makes them suitable for hikers. Just before the finale, the manufacturer issues a series of eneloop battery chargers in three editions: a smart charger with LCD screen and USB port, an extra-large charger for 8 AA or AAA batteries, and a compact hiking version with USB connection.

This European trek was sponsored by [Columbia Sportswear](#) (outdoor clothing), [Nordisk](#) (outdoor equipment), [Xiro](#) (drones), [Fairphone](#) (environmentally friendly smartphones), [T-Mobile Austria](#) (mobile phone calling plans), [Sparkle](#) (social media displays), [Adventure Food](#) (camping meals), [Husky](#) (outdoor equipment), and [Panasonic](#) (electronic devices and eneloop batteries).

## **About Panasonic Energy Europe**

Panasonic Energy Europe, with its headquarters in Zellik, near Brussels (Belgium), is a part of Panasonic Corporation, a leading provider of electrical and electronic devices. Thanks to Panasonic's extensive experience in consumer electronics built up over many years, Panasonic has grown into the largest battery manufacturer in Europe. There are production units in Tessenderlo (Belgium) and Gniezo (Poland). Panasonic Energy Europe supplies 'mobile' energy in over 30 European countries. There is an extensive product range consisting of rechargeable batteries, chargers, carbon-zinc batteries, alkaline batteries, and specialised batteries (such as batteries for hearing aids, photo lithium, lithium button cells, micro-alkaline, and silver oxide). You can find more information on [www.panasonic-batteries.com](http://www.panasonic-batteries.com).

## **About Panasonic**

Panasonic Corporation is one of the world's major developers and manufacturers of electronic products for private, business, and industrial use. The concern is located in Osaka (Japan) and, on 31 March 2015, had achieved a net turnover of €57.28 billion. Panasonic aims to create a better life and a better world, whereby the company is constantly working on societal development and contribute to all people's happiness around the world.

For more information about Panasonic and its brands, please visit [www.panasonic.com](http://www.panasonic.com).

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