

eneloop hoists the sails for ambassadors' tour

Zellik, 21 June 2018 – On Friday 22 June battery brand eneloop launches its first ambassadors in the eneloop ambassadors' tour. During this ecological relay race, twelve international two-person teams will each travel for one week through Europe to raise awareness for a green goal: Aktionsgemeinschaft Artenschutz (AGA). The page 'likes' they collect along the way will at the end be worth up to 21,000 euros for endangered animal and plant species throughout the world. eneloop is supporting the green campaign with a limited edition of batteries in botanic tones.

The eneloop ambassadors' tour starts on Friday in Gdansk (Poland) with the two Estonian sailing coaches of team '[Sail4Sustainability](#)'. The adventurer duo will sail via the Baltic Sea to Tallinn (Estonia), where they will pass the torch – an eneloop battery of course – on to the next team. The tour will pass through a total of twelve European countries before the eneloop organiser stops the clock in Berlin.

12 teams, 1 green goal

Between 22 June and 14 September [24 international brand ambassadors](#) will give their support to eneloop's green campaign for the environment. [For every like on the Facebook page of the ambassadors' tour eneloop will donate one euro to Aktionsgemeinschaft Artenschutz](#), a German organisation that is dedicated to the conservation of fauna and flora worldwide. eneloop has pledged to donate up to 21,000 euros to the planet.

3 weekly tasks, 1 team prize

During the race each team must fulfil three conditions to be eligible for the main prize: they must minimise their carbon footprint, complete three tasks for a charity and promote the campaign's Facebook page every day with messages, photographs and a 360° video of their adventure. The teams that successfully complete the challenges will be invited to battle in the online final on Tuesday 18 September, when the public will vote for the best team. The duo with the most votes will win a ticket for the press event in Berlin and a follow-up adventure for two.

Special 'tones botanic' edition

To bring more green to the cities eneloop is also launching a special edition of AA and AAA batteries in botanic tones. The 'eneloop tones botanic' batteries are available both online and in European retail outlets, as a limited edition. Fans of the eneloop ambassadors' tour will receive extra benefits with discounts, promotions and competitions on the Facebook page and in the shops.

You can give the planet a helping hand too on www.facebook.com/eneloopambassadorstour and follow the race on foot via eneloopambassadorstour.eu.

About eneloop

eneloop is the sustainable battery brand of Panasonic Energy Europe. eneloop batteries are precharged with solar energy and can be recharged up to 2,100 times. Moreover, each time they are charged, they last longer than traditional batteries due to their higher voltage level. They have superior performance in low temperatures which makes them extremely suitable for photographers and walkers. Read more about eneloop and discover the story behind the eneloop ambassadors' tour on www.panasonic-eneloop.eu.

About Aktionsgemeinschaft Artenschutz (AGA)

Aktionsgemeinschaft Artenschutz (AGA) e.V. (Action Campaign for Endangered Species) is working for the conservation of endangered animal and plant species and their habitats since 1986. AGA operates internationally to protect and preserve nature, to raise environmental awareness and to prevent the destruction of the livelihood of humans, animals and plants. One of its partner organizations is the Cheetah Conservation Fund (CCF), dedicated to save the cheetah in the wild.

<https://www.aga-artenschutz.de>

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.

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.

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