

Last team sustainably on the way to the finale

Zellik, 6 September 2018 – Since the start of the eneloop ambassadors' tour on 22 June 2018, twelve adventurous pairs have been joining forces to take the sustainable eneloop battery through Europe. Every team has exactly one week to pass on the battery baton to the next team at the agreed location. The last team will end the tour in Italy on 14 September 2018. After the physical adventure, the participants will be competing online in the grand finale from 18 through 25 September, with a travel voucher worth 2,500 euros as the jackpot.

Rechargeable battery brand eneloop created the ambassadors' tour to draw attention to the welfare of our planet and its residents. The twelve teams share a single goal: to get as many possible followers on the shared [eneloop ambassadors' tour Facebook page](#). Because, for every follower, eneloop will donate one euro to the charities 'Aktionsgemeinschaft Artenschutz (Action Campaign for Endangered Species)' and 'Cheetah Conservation Fund', which work on conservation efforts for cheetahs and turtles – with a maximum donation of 21,000 euros.

Ambassadors on green energy

The teams must keep their ecological footprint during their journey as small as possible by walking, cycling, or hitchhiking, for example. The Estonian [BACKPACK GALS](#) will pass the battery on to the last ambassadors, the Italian [TORTELLI](#) team tomorrow. They will go on to hitchhike the last 325 kilometres from Konstanz (Germany) to Como (Italy) from 7 to 14 September. They were preceded by the [SAIL4SUSTAINABILITY](#) (Estonia), [ASAPGUYS](#) (Italy), [LOST IN COMPASS](#) (Lithuania), [YOUNG FOLKS](#) (Latvia), [HAN DUO](#) (Estonia), [OMAIT](#) (Italy), [SUSTAINABLY SASSY](#) (Finland/Venezuela), [WOANDERS](#) (Latvia/Lithuania), [KOSEN RUFU](#) (Italy), and [POLISHING THE WORLD](#) (Poland/Mexico) teams.

Online finale from 18 through 25 September

The grand finale between the various teams starts on Wednesday, 18 September 2018. The final battle will be fought online on the [official campaign website](#): turning their adventure and ambition into a visually attractive video, which they will upload to the site. Everyone can vote on their favourite video until Wednesday, 25 September. The team video with the most votes will receive a travel voucher worth 2,500 euros.

Final event in Berlin on 29 September

eneloop will officially present the prize and the donation to the winners and charities, respectively, who will all be present, on Saturday, 29 September 2018. The presentation ceremony will be held in the MediaMarkt in Gropiusstadt (Johannisthaler Chaussee 309, 12351 Berlin), which will also be hosting a sales promotion, with discounts on eneloop batteries and chargers for all consumers. The entire adventure will be streamed live on [www.facebook.com/eneloopambassadorstour](#).

Limited edition ‘tones botanic’ batteries

To bring more attention to this green adventure, eneloop has launched special edition AA and AAA batteries in botanical hues. The ‘eneloop tones botanic’ limited edition batteries are for sale both online and in European retail outlets. Fans of the eneloop ambassadors’ tour will receive extra benefits with discounts, promotions and competitions on the Facebook page and in the shops.

Read more information on the participants, the various routes, and the charities on 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 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 company is located in Osaka (Japan) and on 31 March 2015 had achieved a net turnover of €57.28 billion. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe.

For more information about Panasonic and its brands, please visit www.panasonic.com.

PRESS CONTACT

ARK Communication

Julie Post
Project Manager
T +32 3 780 96 96
julie@ark.be
www.ark.be

Panasonic Energy Europe NV

Vicky Raman
Brand Marketing Manager
T +32 2 467 84 35
vicky.raman@eu.panasonic.com
<http://www.panasonic-eneloop.eu>