

## **eneloop supports endangered species with ambassadors' tour**

**Zellik, 22 May 2018** – eneloop has revealed the charity to which it will make out a cheque of up to €21,000 in the eneloop ambassadors' tour: **Aktionsgemeinschaft Artenschutz (AGA)**. The German charity, which is dedicated to conserving and protecting endangered animal and plant species, has announced to use the donation to protect the endangered cheetah, in collaboration with its partner organization the **Cheetah Conservation Fund (CCF)**. **462 adventurous duos** signed up for the “green” relay race; the ambassadors will be selected by the end of May.

After the runaway success of the eneloop expedition 2100, Panasonic organises a follow-up competition to continue to promote sustainability through their eco-friendly eneloop range. They will select the twelve teams who will be travelling Europe as ambassadors of the eneloop brand, inspiring the next generation. The competition will be held in aid of the [Aktionsgemeinschaft Artenschutz \(AGA\)](#), which collaborates with the [Cheetah Conservation Fund \(CCF\)](#) to raise more environmental awareness and assist international cheetah conservation projects.

In the eneloop ambassadors' tour, twelve two-person teams will cross through thirteen locations during twelve weeks to eventually battle for the grand prize online. They will each have to i) travel with an eneloop battery through Europe using “green” methods only, ii) [complete three recurring challenges](#) and iii) raise likes on the eneloop ambassadors' tour Facebook page.

Only the teams that manage to successfully complete the challenges will be invited to upload a team video to the eneloop website and take part in the [grand finale](#). The ambassadors with the most votes **win a travel escape for two** as well a ticket to an **exclusive event in Berlin**, where they will hand a **cheque of up to €21,000 to AGA on behalf of eneloop**. The exact donation amount depends on the total count of page likes (1 like = 1 euro) on the eneloop ambassadors' tour Facebook page when the twelfth and last team reaches the final handover point on 14 September.

### **Would you like to lend wildlife a helping hand?**

Donate your “Like” on the eneloop ambassadors' tour Facebook page. Find out more on the green relay race at [eneloopambassadorstour.eu](http://eneloopambassadorstour.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 Tessengerlo (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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