

## ***The Conservation Alliance Welcomes Peak Design as its Newest Pinnacle Member***

**January 17, 2024** – [Peak Design](#) is joining [The Conservation Alliance](#) as its newest [Pinnacle Member](#) with a \$100,000 annual commitment to the organization. Peak Design is a design company setting the standard for offsetting environmental impact, employee benefits, fair pay, and safe working conditions. Peak Design's (PD) incredible contribution helps fund The Conservation Alliance's (TCA) highly diversified grantmaking portfolio, corporate advocacy program, and core operational expenses that shift the landscape of conservation.

Founded in 2011, Peak Design was created with the goal of designing products to solve problems, stand the test of time, consider every material and detail, and have minimal disruptive impact on people and planet in both their creation and shipping. PD is entirely carbon neutral and it donates a percentage of its revenue to environmental nonprofits. The company also meets the highest standards for verified social and environmental performance, transparency, and accountability with its designation as a Certified B Corporation.

*"For nearly a decade, Peak Design has been a shining example of what we want to see from our members," said Conor McElyea, Senior Director of Membership and Partnerships at The Conservation Alliance. "From support of our grantmaking and cause marketing, to leveraging their voice and platforms to support our advocacy efforts, they plug in and support our work at every level. We couldn't be more excited to welcome Peak Design as our newest Pinnacle Member."*

*"We've been a member of The Conservation Alliance since 2016, and have seen time again the critical role the organization plays in protecting important landscapes. By unifying business voices and resources, to supporting grassroots efforts and conservation policy priorities, they really move the dial. We're proud to elevate our membership to the Pinnacle level and strengthen TCA's work to protect public lands." said Annie Nyborg, Peak Design's Head of Environmental and Social Impact and TCA Board Chair.*

*"The Conservation Alliance fills an important role in Peak Design's environmental efforts. We see TCA as our field and policy expert who helps us fund and advocate strategically. That, along with the power in numbers that comes from uniting with other brands, makes our membership of tremendous value." said Peter Dering, Peak Design's Founder and CEO.*

*Peak Design joins a prestigious roster of Pinnacle Members including Patagonia, The North Face, KEEN, BMO, Public Lands Fund, REI, and the Clif Family Foundation. Through their contributions, Pinnacle Members represent an existential source of support in TCA's fight to preserve and expand outdoor spaces and wild places. Pinnacle Member companies believe that the future of business depends on a healthy planet, and unite under TCA's shared vision of conservation to protect public land and water, create jobs, help local communities, and provide for future generations.*

To learn more about Pinnacle Membership opportunities, visit [ConservationAlliance.com/Pinnacle-Membership.com](https://ConservationAlliance.com/Pinnacle-Membership.com). To learn more about TCA and how it is protecting wild places and outdoor spaces, visit [ConservationAlliance.com](https://ConservationAlliance.com).

**About The Conservation Alliance**

*The Conservation Alliance is a coalition of over 270 like-minded member companies who pool resources to fund and advocate for the protection of North America's cherished wild places and outdoor spaces. Through the collective power of their membership - companies from a range of industries - the outdoor industry to brewers, bankers, sportsmen, and renewable energy - TCA takes bold steps to conserve wild public lands and waters. Since 1989, they've awarded over \$31.5 million in grants and helped protect over 81 million acres and 3,580 river miles, remove or halt 38 dams, purchase 22 climbing areas & designate five marine reserves. For complete information about The Conservation Alliance, visit [www.conservationalliance.com](http://www.conservationalliance.com).*

**About Peak Design**

*Since 2010, Peak Design has been building innovative carry solutions with a simple overarching design directive: make the best things. The idea for our first product was born on a motorcycle trip through Southeast Asia and has since expanded to include a cross-functional ecosystem of bags, pouches, slings, straps, and clips. We've won applause along the way, but we're most proud of the fact that we're 100% crowdfunded and 100% employee-owned. We've raised \$32.4 Million through 8 Kickstarter campaigns to become the world's most successfully crowdfunded company. This allows Peak Design to stay investor-free and focused on the things that matter most: designing great products, fostering happy employees, and taking care of our customers and the natural environment. Learn more at [peakdesign.com](http://peakdesign.com).*