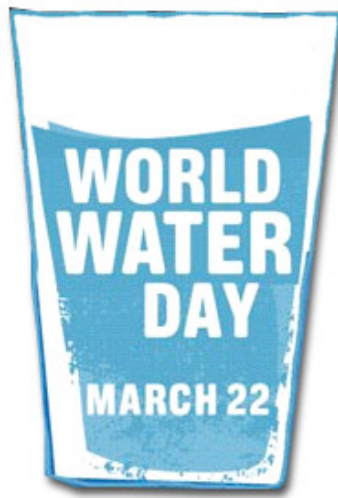




**The Brand, The Lifestyle, The Journey**

## **Nautica Celebrates World Water Day 2011**



Nautica is celebrating its commitment to water and the ways it impacts people's lives throughout the month of March and culminating on World Water Day.

Earlier this month, Nautica kicked off a fundraising campaign with *charity: water*, a non-profit organization devoted to bringing clean, safe water to individuals in developing countries. Through associate donations and a matching contribution, Nautica aims to raise \$5,000, which will enable *charity: water* to build a well that will benefit a community of 250 people.

On March 22, Nautica will join other businesses and individuals around the globe to celebrate World Water Day by attending an in-house workshop on tree stewardship and how it affects the region's watershed led by Tara Deporte from the *Human Impacts Institute*. Honors students from the NYC Green School will also attend the workshop and spend the afternoon with employee mentors offering them an opportunity to learn about careers in the apparel industry.

In our Panama and Peru offices, employees will mark World Water Day by wearing blue and raising funds for rainwater collection devices. Nautica Distribution Center employees will also wear blue and receive information about best practices for home water management.

Link to article:

<http://360blog.nautica.com/2011/03/21/nautica-celebrates-world-water-day-2011-5466>