



JACK WOLFSKIN LAUNCHES #GOBACKPACK CAMP OUTDOOR ADVENTURE

- One-of-a-kind outdoor experience on a remote Swedish island
- Activating the backpacker community with an emotive social media campaign
- Competition for an exclusive stopover with an exciting programme at the #GOBACKPACK CAMP

Idstein, February 2019 – JACK WOLFSKIN is taking its successful ‘GOBACKPACK’ campaign to the next level in time for the new travel season and is organising its first **outdoor camp** on an uninhabited Swedish island! The community of adventurous backpackers and cosmopolitan travellers can look forward to unique happenings and a **once-in-a-lifetime** experience there.

THE #GOBACKPACK-CAMPAIGN

JACK WOLFSKIN evidently struck a chord with its digital ‘GOBACKPACK’ campaign. Since the creative campaign was launched (in 2017), countless young backpackers have displayed the ‘GOBACKPACK’ flag on their adventurous travels all over the world and have uploaded more than **1,500 videos** of their doing so. And the **hashtag #GOBACKPACK** has been used more than **21,000 times**.

THE #GOBACKPACK CAMP

The outdoor specialist is now taking things one step further with its innovative #GOBACKPACK CAMP: an exceptional camp will be set up on the small, remote, private Swedish island Bergholmarna for nine days **from 20 to 28 July 2019**. JACK WOLFSKIN is organising the entire infrastructure and the unique programme of events, from the kitchen and the tents to the **outdoor sports activities**, interesting **workshops** and a **music act**. A total of 90 people can spend three unforgettable days at the camp during three periods between 20 and 28 July.





THE TARGET GROUP

The target group is anyone who is keen to spend the summer backpacking in Scandinavia. They can win an **exclusive stopover** at the #GOBACKPACK CAMP by entering various **competitions**. All they have to do is apply on the dedicated landing page: www.jack-wolfskin.com/camp

TOP-INFLUENCER & EXPERTEN

JACK WOLFSKIN has once again managed to secure some **top influencers** from the fields of outdoor activities and travel for the new campaign – Anna Heupel, Gürel Sahin and Jonas Skorpil will be at the camp in person and will run workshops on, for example, topics related to travel and sustainability. They will be assisted by JACK WOLFSKIN **outdoor experts**, who will share their expertise on products, equipment, etc. with the participants in workshops. A number of influencers will be heading to the island before the camp is officially inaugurated and will report on their experiences via their social media channels.

SOCIAL MEDIA

The attention-grabbing international campaign starts on **14 March 2019**. Its key components will be channels such as Facebook, Instagram and the various influencer social media channels.

ABOUT JACK WOLFSKIN

JACK WOLFSKIN is one of the leading providers of premium quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. JACK WOLFSKIN products are currently available in more than 900 Jack Wolfskin Stores and at over 4,000 points of sale worldwide. JACK WOLFSKIN products are renowned for their optimized functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new

products and materials. JACK WOLFSKIN is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded FWF Leader Status three times in a row. JACK WOLFSKIN is also a bluesign® system partner and has been a member of the 'Zero Discharge of Hazardous Chemicals' programme since 2012. JACK WOLFSKIN is headquartered in Idstein, in the Taunus region of Germany. The company currently employs over 1000 people in Germany.

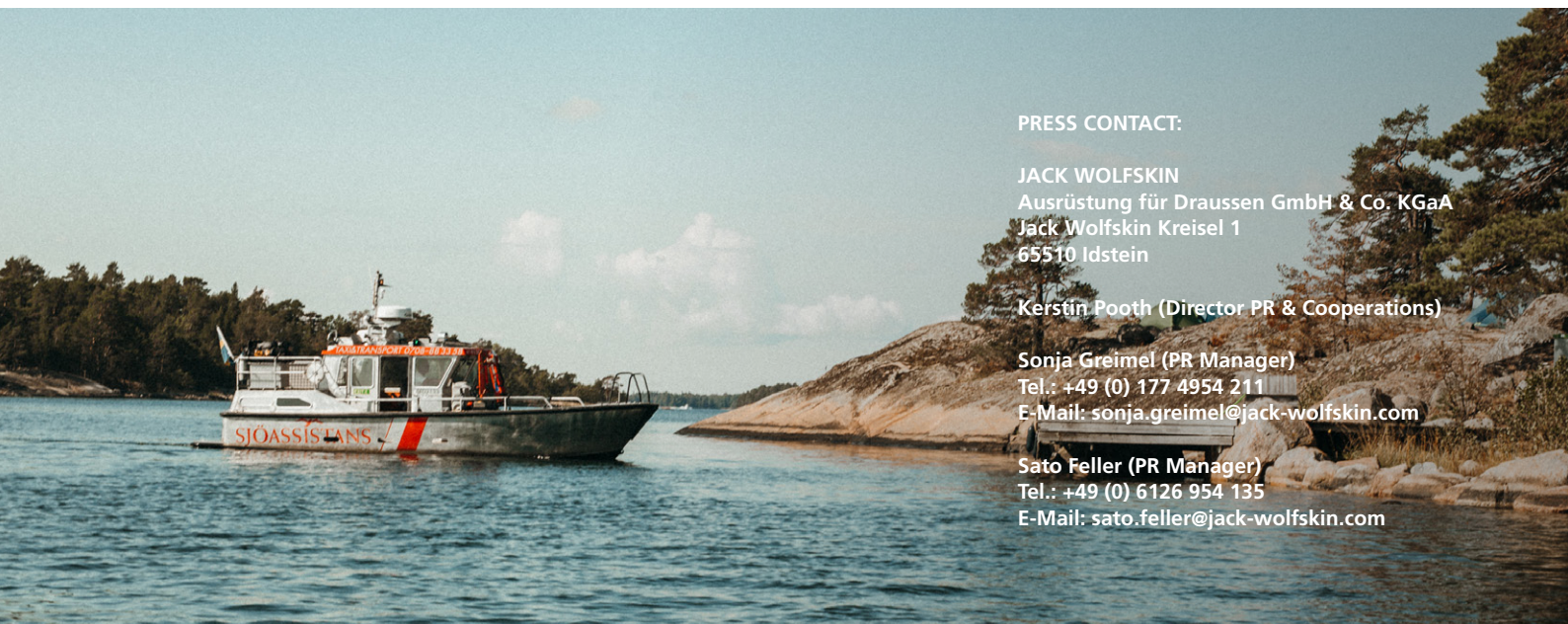
PRESS CONTACT:

JACK WOLFSKIN
Ausrüstung für Draussen GmbH & Co. KGaA
Jack Wolfskin Kreisel 1
65510 Idstein

Kerstin Pooth (Director PR & Cooperations)

Sonja Greimel (PR Manager)
Tel.: +49 (0) 177 4954 211
E-Mail: sonja.greimel@jack-wolfskin.com

Sato Feller (PR Manager)
Tel.: +49 (0) 6126 954 135
E-Mail: sato.feller@jack-wolfskin.com



FACT SHEET

#GOBACKPACK CAMP

THE MAIN DETAILS AT A GLANCE



WHEN? 20. – 28.07.
2019
9 DAYS

WHERE?



REMOTE PRIVATE
SWEDISH ISLAND

40 KILOMETRES FROM STOCKHOLM
IN THE STOCKHOLM ARCHIPELAGO

WHO?

#GOBACKPACK-COMMUNITY

OUTDOOR FANS, TRAVELLERS AND ADVENTURERS
- YOUNG, COMMUNICATIVE, OPEN

3 SLOTS FOR 30 PEOPLE FOR 3 DAYS
AND 2 NIGHTS EACH

INFRASTRUCTURE

→ „TRAVEL LODGES“
FOR COSY GET-TOGETHERS

→ BASE CAMP DOMES

→ EVENT AREAS

→ SHELTERED PATIO



FACILITIES



KITCHEN



SHOWERS



TOILETS

PROGRAMME

→ OUTDOOR-ACTIVITIES

→ LIVE ACTS

→ WORKSHOPS

JACK WOLFSKIN-EQUIPMENT

15 YELLOWSTONE III TENTS
(3-BERTH DOME TENT)



7 EXOLIGHT II TENTS
(2-BERTH DOME TENT)



1 LIGHTHOUSE III RT TENT
(3-BERTH TUNNEL TENT)



30 SMOOZIP-SLEEPING BAGS



BERGHOLMARNÄ



www.jack-wolfskin.com/camp

WATCH THE FILM

