



## EXPERIENCE UNFORGETTABLE TRAVEL ADVENTURES WITH **#GOBACKPACK** TRAVELYOURWAY AND THE JACK WOLFSKIN COMMUNITY

### WE BRING #GOBACKPACK BACK INTO THE OUTDOORS!

- The #GOBACKPACK van is back in 2021: JACK WOLFSKIN takes its community on new outdoor adventures and highlights the many facets of sustainable travel
- Five Campaign Heroes, along with their Travel Buddy and the #GOBACKPACK Van set out on their individual journey to explore their environment
- This year once again, #GOBACKPACK stands for adventure, traveling with friends as well as sustainable, and experiencing nature.

**On July 1**, JACK WOLFSKIN's #GOBACKPACK campaign launches into its fourth season! At #GOBACKPACK travelyourway, five Campaign Heroes set off on their journey with the #GOBACKPACK Van, known from last year's campaign, to experience adventures and overcome personal challenges. Whether vertical climbing or a demanding packrafting tour, during a survival training, or finding the right ingredients to prepare food in the van kitchen - the challenges are manifold. The challenges common denominator is discovering the unknown and creating unforgettable outdoor experiences.

Bring #GOBACKPACK back into the outdoors! To be outside, discover the unknown and experience adventures, all just outside your own doorstep - #GOBACKPACK travelyourway inspires, motivates and calls on everyone to embark on a journey: "When was the last time you tried something new or went on a discovery trip just by yourself?"





**GÜREL SAHIN**

**PHOTOGRAPHER**



**TOM BELZ**

**HUMANITY**



**HANNAH NELE**

**SUSTAINABILITY**



**MUSICIAN**

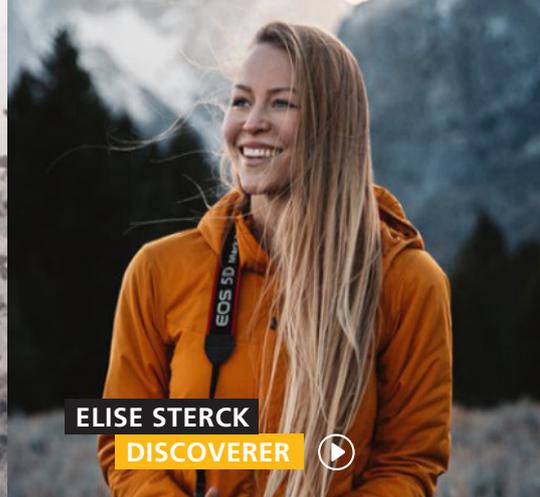
**TOM GREGORY**

**MUSICIAN UK**



**DUC NGO**

**COOK**



**ELISE STERCK**

**DISCOVERER**



### OUR #GOBACKPACK CAMPAIGN HEROS

The series begins with photographer and passionate hiker **Gürel Sahin** known for his mountain imagery who will lace up rock climbing shoes for the first time to pursue rock climbing along with **Tom Belz** who as a child lost his leg to cancer. Episode two features **Hanna Nele**, a "Fridays for Future" supporter who delivers a mental health talk on the subject of Corona Virus forms based on her popular vlog. British musician **Tom Gregory** headlines the third segment as he learns to find shelter, start a campfire and camp sustainably during an outdoor workshop with JACK WOLFSKIN survival coach Ralf. Outdoor cooking meets haute cuisine in episode four where Berlin-based chef **Duc Ngo** visits an organic farm in

Brandenburg and prepares a special dish within the confines of the #GOBACKPACK van kitchen. The journey heads to America for the final episode where outdoor expert and explorer **Elise Sterck** and her team embark on a challenging packrafting trip on the Escalante River in the state of Utah. Each of the #GOBACKPACK campaign heroes represent the breadth of adventure that means something different to each individual with shared experiences that are heightened through travel with friends. The campaign strives to motivate the outdoor community to "travel your way," embark on a new journey and try something new.

### OUR #GOBACKPACK COMPETITION

Fans are invited to participate by submitting retro images of their own adventures or their parents' travels to be eligible to win limited edition Jack Wolfskin prizes and be featured on #GOBACKPACK's social media channels.



## THE CAMPAIGN

#GOBACKPACK is an international movement launched by JACK WOLFSKIN in 2017 flying the #GOBACKPACK flag. It inspires, motivates, and calls especially on the young outdoor and backpacking community, to share transformative adventures in nature in harmony with environmental protection and conscious travel and discovery. Countless backpackers have since flown the “#GOBACKPACK” flag during their travels around the world and shared photos of their adventures with the community. Following on this impressive success story, the outdoor specialist initiated a very special project: in 2019, JACK WOLFSKIN took #GOBACKPACK to Sweden, building a one-of-a-kind outdoor camp. JACK WOLFSKIN installed the entire infrastructure and organized a unique program with outdoor activities, workshops, music acts as well as influencers from the outdoor and travel industry. In 2020, #GOBACKPACK VANLIFE documented the entire process of converting a decommissioned fire truck all the way to its road trip. On July 1, 2021, the new campaign #GOBACKPACK travelyourway will launch new outdoor adventures with the GOBACKPACK Van by JACK WOLFSKIN.

Link Landing-page: [www.jack-wolfskin.de/travelyourway](http://www.jack-wolfskin.de/travelyourway)

## ABOUT JACK WOLFSKIN

JACK WOLFSKIN is one of the leading suppliers of high-quality Outdoor clothing, shoes and equipment in Europe and at the same time the largest franchisor in Germany sports retail. JACK WOLFSKIN products are available worldwide in more than 730 own stores and over 4,000 points of sale. JACK WOLFSKIN products stand out through optimal functionality, high quality and extraordinary innovation. In recent years the outdoor specialist conquered with numerous material and

new products hit the market. In addition, JACK WOLFSKIN absolute pioneer when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was made by her for the sixth time in a row awarded Leader Status. JACK WOLFSKIN is also a bluesign® system partner. Jack Wolfskin offers now also products with the Green Button seal. The Company employs over 1,100 people worldwide.

### PRESS CONTACT:

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# FACTS AND FIGURES

→ **CAMPAIGN PERIOD:**  
1 July - 15 August 2021

→ **#GOBACKPACK TRAVELYOURWAY**  
as a purely digital campaign

→ **360° COMMUNICATION**  
via various channels: social media,  
influencers, press, podcasts

→ **COUNTRIES IN WHICH THE  
CAMPAIGN WILL BE PLAYED OUT:**  
Germany, Austria, Switzerland,  
UK, USA

→ **#GOBACKPACK TRAVELYOURWAY:**  
5-week tour,  
four weeks of which  
in Germany,  
one in the USA

**OUR #GOBACKPACK HEROS IN  
2021 ARE:**

**GÜREL SAHIN**

**TOM BELZ**

**HANNAH NELE**

**TOM GREGORY**

**DUC NGO**

**ELISE STERCK**



**THE ROUTE**