

## #GOBACKPACK VANLIFE



## **JACK WOLFSKIN launches new outdoor adventure #GOBACKPACK VANLIFE**

- JACK WOLFSKIN continues its popular GOBACKPACK campaign, this year focusing on van journeys and local adventures
- For its community, JACK WOLFSKIN will post ten DIY-videos on how to sustainably convert a van
- Influencer Anna Heupel's Van Journey may be followed via YouTube and Instagram

Idstein, 16 July 2020 - This year, JACK WOLFSKIN continues its popular GOBACKPACK campaign, taking into consideration the presently quite limited travel options by focusing on van travel. Partnering with influencer Anna Heupel (Instagram: @annanassaft und @annaheupel) and her team, JACK WOLFSKIN converts a decommissioned fire engine into a travel van. The conversion and thus the campaign follow strict criteria of sustainability. The campaign objective is to inspire the #GOBACKPACK community to embark on their own travel adventures. Project #GOBACKPACK VANLIFE is shared via ten videos (vlogs), posted every Thursday on YouTube and Instagram. The vlog documents all steps, from the the initial purchase, to the conversion including the electrical installation, up to the final road trip. #GOBACKPACK VANLIFE extends JACK WOLFSKIN's GOBACKPACK movement, enhancing as well as broadening the community and also providing inspiration for this kind of "new travel".

The manner in which we travel will change for the unforeseeable future. However, for JACK WOLFSKIN this certainly does not imply that travelling will be any less exciting or fascinating. Particularly travelling by van offers plenty opportunity to discover domestic destinations and explore new places independently, even on a small budget. This trend is more popular than ever, especially on social media. JACK WOLFSKIN embraces this exciting concept and this year once more activates its #GOBACKPACK community with this adventurous van journey.

In ten video episodes, the community may learn tips and tricks on purchasing, converting and decorating a camper van. The episodes comprehensively yet easily illustrate, how such a conversion may be accomplished successfully. As is customary at JACK WOLFSKIN, the conversion focuses on sustainability. Anna Heupel and her team therefore not only pay attention to the quantity and type of materials used, they also provide valuable upcycling ideas and instructions. Following the conversion, the community is invited to participate in a raffle, offering participants the chance to win a 10-day maiden trip in the newly converted van.

Since July 2nd, episodes are posted every Thursday on JACK WOLFSKIN's YouTube channel. The van conversion may also be followed on Instagram. Those interested can already view the first two videos: <https://youtu.be/3LgBGMj2qoM>  
All further details on the campaign: <https://www.jack-wolfskin.de/vanlife/>



JACK WOLFSKIN has hit a nerve with its digital "#GOBACKPACK" campaign, which was launched in 2017 through the successful Payback Flag campaign. Right from the campaign's start, countless backpackers have flaunted the "#GOBACKPACK" flag on their trips around the world. The hashtag #GOBACKPACK has been used in excess of 27,000 instances. In 2019, JACK WOLFSKIN took #GOBACKPACK to a Swedish island, there setting up a unique camp. JACK WOLFSKIN built the complete infrastructure and created a one-of-a-kind program comprising outdoor activities as well as workshops, exclusive music acts and influencers from the outdoor and travel sector. Also present in the camp was aforementioned Anna Heupel, as a photographer and travel blogger, she has been part of the JACK WOLFSKIN family for the past two years. Along with her boyfriend, she has gained substantial and valuable experience living the vanlife.

#### **ABOUT JACK WOLFSKIN**

JACK WOLFSKIN is one of Europe's leading suppliers of high-quality outdoor clothing, shoes and equipment and Germany's largest franchiser in the specialised sports retail sector. World-wide, JACK WOLFSKIN products are currently available in more than 730 brand stores and at over 4,000 points of sale. JACK WOLFSKIN products are distinguished by optimal functionality, high quality and outstanding innovation. In recent years, the outdoor specialist has successfully captured the market with numerous innovative technologies and products. Furthermore, JACK WOLFSKIN has established its position as a true pioneer in the field of sustainability. Since 2010, the company has been a member of the Fair Wear Foundation and has received the Leader Status award for five consecutive years. JACK WOLFSKIN is also a bluesign® system partner. The company employs over 1,100 people across the globe.

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