



Friends in the News

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'Voice Your Choice' starting at Patagonia

September 24, 2009

Patagonia Reno is gearing up to dish out \$5,000 to local environmental groups during the Patagonia "Voice Your Choice" campaign. The Patagonia Reno Outlet store has selected three local environmental groups -- Friends of Nevada Wilderness, Keep Truckee Meadows Beautiful and the Sugar Pine Foundation -- that each have taken bold measures to help restore and protect the environment.

Patagonia is asking the community to vote for the environmental organization they feel has made the most impact; voting begins today and will be open through Oct. 24.

The organization that receives the most votes will receive \$2,500. The second-place winner will receive \$1,500, and the third-place winner will be awarded \$1,000.

Members of the public can cast a vote at the Patagonia Reno Outlet store, at 8550 White Fir St., during store hours, which are 10 a.m. to 6 p.m. Monday through Saturday and 11 a.m. to 5 p.m. Sunday. People are permitted to cast one vote per day through Oct. 24.

Details: 775-746-6878.