



Jambu™ Partners with American Forests to Plant 50,000 Trees

April 11, 2014

NEW YORK - Jambu™ footwear today announced the brand's partnership with American Forests to aid in the preservation and restoration of forests devastated by wildfires as a result of natural and manmade disasters. Based in Washington, D.C., American Forests is the oldest national conservation non-profit in the United States.

Jambu employees kicked off the partnership by participating in a planting event in the San Bernardino Mountains of Cedar Glen, Calif., a wildfire restoration site and host to thousands of volunteers dedicated to the cause. Jambu will continue these efforts during 2014 with a commitment to plant 50,000 trees across five U.S. forests targeted for restoration.

"Jambu and American Forests share a mutual love and respect for nature, which is the core of who we are as a brand," said Yetzalee Cubero, Jambu's Director of Marketing. "As the Jambu team embarks on this mission, we are eager to put the power of Jambu behind this cause and spread the word throughout the footwear industry and among our eco-conscious consumers."

"American Forests deeply appreciates Jambu's commitment to restoring forests," said Lea Sloan, vice president of communications at American Forests. "Forests are vital resources that are being severely affected by warming surface temperatures, changing weather patterns, pests and diseases. Together, we need to ensure the protection and conservation of these essential ecosystems."

Jambu is currently the only footwear brand to exclusively partner with American Forests. In addition to volunteer and financial support, Jambu will provide its protective HyperGrip and FlexTaction shoes and boots to AF volunteer trail leaders as they traverse challenging terrain to reach disaster sites.

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About Jambu™:

Named for the Jambu tree found in the tropical rainforests of Malaya and India, Jambu is an outdoor inspired footwear brand and wholly owned subsidiary of Vida Shoes International. Jambu shoes and boots fuse on-trend style and comfort with the latest in footwear tech to support and protect adventure seekers in challenging climates and on changing terrain. Jambu empowers people to love their journey through life. To seize the moment. Embrace every path. Explore those inevitable twist and turns. To grab opportunities. Discover new places. Reach higher. Dig deeper.

About Vida Shoes International: Since 1973, Vida Shoes International has been committed to becoming a global leader in the footwear industry. We are dedicated to designing, producing and marketing quality branded footwear using our expansive international resources. Our wealth of knowledge stems from the diversity of brands and successful products we have produced year after year.

About American Forests:

American Forests protects and restores urban and rural forests. Since 1990, American Forests has planted more than 45 million trees in forests throughout the U.S. and in 44 countries, resulting in cleaner air and drinking water, restored habitat for wildlife and fish, and the removal of millions of tons of carbon dioxide from the atmosphere. Learn more at www.americanforests.org.

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