



Clif Bar & Company Contributes to Protect Our Winters Founding Partner Contributes \$60,000 to POW

Boulder, CO (July 19, 2016) – Protect Our Winters (POW) is proud to announce that Clif Bar & Company, a leading maker of nutritious and organic foods and drinks, has made a significant contribution to Protect Our Winters.

Clif Bar's contribution of \$60,000 is a result of the funds raised from their collaboration on the limited-edition winter seasonal CLIF BAR® energy bars. The seasonal bars, sold each fall, have become a must-have by Clif loyalists because of their unique holiday-inspired flavors and limited-edition availability.

Clif Bar has been one of POW's longest-standing partners, supporting the organization since its inception in 2007. Since that time, Clif has helped fund POW's advocacy work and most recently, their Hot Planet/Cool Athletes program, an in-school climate assembly program providing students with a better understanding of the climate issue and the path forward, presented by professional athletes. The program has reached and inspired over 52,000 students since 2011 and this year's donation will continue to support that program.

“Clif Bar is thrilled to continue our long standing support of POW through the contribution of 1% of net sales from our annual seasonal CLIF BARs,” said Bryan Cole, senior experience marketing manager at Clif Bar & Company. “With these funds we are able to deepen our support of the Hot Planet/Cool Athletes program and further the opportunity to educate and inspire individuals to do their part in fighting global climate change. It's an exciting time in winter sports and POW remains on the front lines of making an impact that we can stand behind.”

“We're truly honored that Clif has been such a steadfast partner of ours for so long, and this contribution is a game-changer for us in terms of giving us the resources to reach more students this coming year,” said POW's Executive Director, Chris Steinkamp. “Clif has never *not* been a partner of ours and we truly appreciate their generosity and their partnership, and we look forward to working with them and their athletes again this year to engage the outdoor sports community in this important issue.”

Keep an eye out for the 2016 CLIF BAR winter seasonal flavors, available in stores nationwide in September 2016.

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About Protect Our Winters

Protect Our Winters is the environmental center point of the winter sports community, united towards a common goal of reducing climate change's effects on our sport and local mountain communities. With over 100,000 supporters worldwide, POW re-invests contributions in educational initiatives, advocacy and community-based programs. For more information, visit protectourwinters.org

About Clif Bar & Company

Clif Bar & Company is a leading maker of nutritious and organic foods and drinks, including CLIF BAR® energy bar, LUNA®, The Whole Nutrition Bar for Women®, and CLIF Kid®, Nourishing Kids in Motion®.

Focused on sports nutrition and snacks for adventure, the family and employee-owned company is committed to sustaining its people, brands, business, community and planet. For more information on Clif Bar & Company, please visit www.clifbar.com, check out our Facebook page at www.facebook.com/clifbar and follow us on Twitter at: www.twitter.com/clifbar.

Contact:

Protect Our Winters

Chris Steinkamp, Executive Director

303-815-2057

chris@protectourwinters.org