

# Morrison Outdoors Joins Pledge 1%, Donates 1% of Revenue to Operation Warm's #GivingTuesday Campaign

ALBUQUERQUE, N.M., Dec 3, 2019 (SEND2PRESS NEWSWIRE) – Just a few weeks before their first birthday, Morrison Outdoors is joining the Pledge 1% movement and donating 1% of all revenue from 2019 to Operation Warm, a registered non-profit providing new winter coats for children who need them.



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“We’re happy to be joining Pledge 1% and donating to Operation Warm during their #GivingTuesday campaign,” says Morrison Outdoors Founder Tavis Malcolm.

“With this donation, we’re giving back a piece of every dollar we’ve ever received, going back to the Kickstarter campaign that launched us,” he says. “We’ve had fortunate early growth as a company and it’s important to me that helping our community is something that’s built into our business plans from the beginning.”

By joining Pledge 1%, Morrison Outdoors is committed to donating 1% of profit, product, or employee time (or combination of those) to charitable giving every year. In the future, they plan to adopt this strategy formally

into their company bylaws and apply for B Corp certification.

For now, though, they are focused on giving to Operation Warm at the onset of the winter season.

“Operation Warm is a natural partner for us,” explains Malcolm. “Camping is a luxury that we’re fortunate to have, and we want everyone to have the same warmth on a daily basis that we try to create with our sleeping bags. This donation will provide brand new coats for roughly two full classrooms of children.”

Operation Warm is a national nonprofit that creates brand new, high-quality coats for children in need. Every child, regardless of their economic situation, deserves a brand new coat. Operation Warm partners with compassionate individuals and organizations across North America to give a gift of warmth, confidence and hope to millions of children in need. Operation Warm believes a brand new coat is more than a coat, promoting self-esteem, school attendance and outdoor play.

## **About Morrison Outdoors**

Morrison Outdoors was founded in December 2018 with the mission to make getting outdoors with kids easier for parents. Their line of Little Mo Baby Sleeping Bags raised over \$16k on Kickstarter in February 2019, and are now in stores in over 60 REI locations nationwide.

For about Operation Warm, please visit: <https://www.operationwarm.org>

For about Pledge 1%, please visit: <https://pledge1percent.org/>

For about Morrison Outdoors, please visit: <https://www.morrisonoutdoors.com>