



Andy Rouse Wildlife Photography and Páramo – working together with a purpose

After a year of development, this August's Rutland BirdFair witnessed the launch of a partnership between Andy Rouse Wildlife Photography and Páramo Directional Clothing Systems, which is good news for photographers and for wildlife habitats throughout the world. Andy Rouse and zoologist partner Tracey Rich have combined their photography expertise with Páramo's unique garment technology to produce an exclusive, high spec. range of garments aimed at the outdoor photography professional and enthusiast. The two organisations have also come together to launch The Aspira Fund, which, using proceeds from sales of the garments, will be available to benefit research and conservation projects.

An award-winning professional for over a decade, Andy Rouse is one of the most well known and well-respected wildlife photographers from the UK. His images are famed for being dramatic action and often close ups of some of the globe's most dangerous, difficult and inaccessible creatures. A world-wide traveller, Andy has captured images in some of the most extreme locations from the Arctic to Antarctic, Alaska to Asia.

Andy, seeking clothing to take him to the world's most inaccessible places and extreme climates, was recommended to try the Páramo Directional Clothing System. After testing the garments extensively in Alaska, the Falklands and Antarctica, he suggested refining the design of specific garments to suit the needs of outdoor photographers like himself. The new ARWP range offers all the benefits of the unique Nikwax Directional fabrics that Páramo use, plus Páramo's intelligent design features, but with the added benefit of Andy's input as an 'extreme' outdoor photographer.

The distinctively co -branded Andy Rouse Wildlife Photography range comprises:

- a customised Aspira Analogy Waterproof Smock in Olive and Black, with additional reinforcement and specially lined large front pocket;
- an Olive Mountain Vent pull-on, a base-layer made with reversible Parameta S fabric, offering radical through-to-skin venting on the upper arms when worn with the Aspira Smock
- Analogy Waterproof Cascada trousers in Black, with $\frac{3}{4}$ length side zips for excellent venting and articulated knees for freedom of movement.

Andy explains why these garments are ideal for the outdoor photographer....

"I need clothing that is tough and practical, able to withstand both the extremes of climate and the wear and tear my job entails. The new limited edition Andy Rouse Aspira Smock provides extra protection on the lower arms and makes the jacket perfect for my style of photography, crawling around, whilst the waterproof front pocket holds anything valuable that I might need in a hurry. I can wear the jacket in all weathers, warm and dry in the harshest storm and cool in hot weather, using the revolutionary venting and breathability that Páramo is renowned for. Underneath my jacket I wear the Mountain Vent pull-on - an amazing piece of kit that sits next to my skin and keeps me warm / dry when I need to be.

"The Cascada trousers take everything that I throw at them, drying quickly after a real drenching (without clinging to my legs or feeling cold and slimy) and easily vented during hot weather. They survive the rough nature of my work as I tend to crawl around a lot with little regard for what I'm wearing – I just expect it to do exactly what it says on the label and deal with it. I wouldn't stand for anything less. Páramo does exactly that and much more besides; it is hard-wearing, practical clothing and I wouldn't trust anything else."

What's more, a percentage of the proceeds from all sales of the garment range will be paid into The Aspira Fund, newly established by ARWP and Páramo in order to put something back into the wild. Each year, the fund's management committee will select research or conservation projects to benefit from the fund. Submissions will be welcomed from any individual or group able to demonstrate the value of their research or conservation project in protecting or enhancing wildlife or wildlife habitats.

The Aspira Fund is an initiative that Andy Rouse is passionate about...

"As a professional wildlife photographer, I'm privileged to have been to some of the most exciting natural places in the world and to have witnessed some of the most miraculous wonders of nature. However, it's also opened my eyes to the dangers the world's wildlife is currently facing and highlighted the determination of those in the conservation and environmental fields to do something about it. My work depends on the vital work of such organizations and it is my pleasure to work with Páramo to give a little back. The Aspira Fund will do just that – it will assist in the active, on-the-ground work of people dedicating their lives to ensuring that we all continue to enjoy the natural world in the ways we may currently take for granted."

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Notes to Editors

1. For more press information or further images please contact the Páramo Marketing Team on 01892 78 6447 or email Catherine.Whitehead@paramo.co.uk, Fiona.Park@paramo.co.uk or Helen.Oxley@paramo.co.uk
2. The Andy Rouse Wildlife Photography Páramo Range will be available at the BirdFair and then online at www.paramo.co.uk and www.andyrouse.co.uk from September.
3. Aspira Smock is available in sizes S to XXL, RRP £295, Mountain Vent Pull-on XS to XXL, RRP £75, Cascada Trousers S to XXL, RRP £110.
4. Páramo garments are manufactured ethically, benefiting 'at risk' women helped by the Miquelina Foundation in Bogotá, Colombia in South America.
5. Páramo garments do not rely on coatings or laminates, but have renewable waterproofing maintained by environmentally-friendly, water-based Nikwax Waterproofing.