

NATURE'S BOUNTY

CALIFORNIA-BASED APPAREL COMPANY **PARKS PRESERVE** GIVES 50 PERCENT OF ITS PROFITS TO STATE AND NATIONAL PARKS.



BUY

To purchase Parks Preserve apparel, visit parkspreserve.com.

After launching Parks Preserve this past Earth Day, co-founders Devin Cohen and Chad Markey delivered a \$500 check to the Joshua Tree National Park Association. Their apparel company had only been open for about a month. But the pair, who both grew up in Yucaipa, are on a mission: to set a standard of transparency in corporate activism through their support of state and national parks.

"We really want to make sure that our public lands are safe," Cohen says. "And we really want to make sure other companies know that giving back 5 percent is a nice gesture, giving back 10 percent is a nice gesture, but if you're going to use a cause as a marketing vehicle, you should seriously support that cause."

That first \$500 will be used by JTNPA for desert tortoise rehabilitation and population monitoring at Joshua Tree National Park, as well as go toward a discretionary fund for new equipment and visitor center operational costs, Cohen says. All future donations will continue to go directly to friend groups or conservancies so that the impact is immediate. "With proposed budget

cuts hitting the next fiscal year, we're going to have a dramatic decrease in funding [for] these places that we love," Markey explains. "Small or large, any action that you can take to make a difference in this is worthwhile."

Currently, Parks Preserve offers a growing stable of products that includes hats, wood journals, bracelets, backpacks and more. Markey, also at the helm of Calimesa-based laser engraving company Dekni Creations, says all leather products are designed, cut and assembled in-house. A collaboration with artist David Powell, who has worked with Clif Bar & Co., is planned for later this year. "[The parks] are some of the only areas that serve as vehicles for self-reflection and serve as vehicles for growth and personal transformation," Cohen says. "I think it's important to preserve them not just for the heritage of our country and for their natural beauty but for our own development, too. We need these places to be preserved because we actually need them to grow." 🌱

—Kristin Scharkey

1. Made of heavyweight washed cotton canvas, this **PARKS EXPEDITION KHAKI CANVAS BACKPACK** has adjustable straps and plenty of pockets to store everything you need to explore, \$60.

2. The **JOSHUA TREE OLIVE 6 PANEL CAP** is made of washed cotton twill and perfect for shading your face from the sun, \$30.

3. Wickett-Craig vegetable-tanned leather leftover from Dekni Creations is used in the **TAKE A HIKE KEYCHAIN** so that "nothing is going to waste," says Parks Preserve co-founder Chad Markey, \$12.

4. We love the wood detail on the pocket of this **TOPO JUTE TOTE**, which is versatile enough to go from the park to dinner and drinks at the Joshua Tree Saloon, \$40.

5. Record your reflections or sketch out surrounding nature in the **LASER ENGRAVED WOOD JOURNAL**, \$30.