

PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, January 2021



**SWAROVSKI OPTIK ANNOUNCES ENVIRONMENTAL CAMPAIGNER AND ORNITHOLOGIST DR MYA-ROSE CRAIG AS A PARTNER OPINION LEADER FOR 2021**



SWAROVSKI OPTIK, the long-range and high-quality optic specialists, has announced an exciting partnership with 18-year-old environmental activist and ornithologist Dr Mya-Rose Craig as a partner opinion leader during 2021.

Mya-Rose has been an active and vocal campaigner for protecting nature and wildlife since childhood. Her work includes encouraging Visibly Ethnic Minority (VME) children and teenagers to connect with nature through the not-for-profit organisation Black2Nature she created in September 2016. Using long-range optics such as binoculars and spotting scopes creates a more immersive viewing experience and the partnership with SWAROVSKI OPTIK aims to inspire people from all backgrounds to learn more about the benefits of enjoying nature activities.

The appreciation of nature is at the core of SWAROVSKI OPTIK's company philosophy, seen through its environment-friendly production and long-term commitment to conservationism, as well as its passion for inspiring people to appreciate those precious moments.

Dr Mya-Rose Craig said, "SWAROVSKI OPTIK's passion and focus on protecting nature and wildlife is something that aligns with my own values, and the exceptional quality of their products enhance any wildlife viewing experience. I am proud to partner with SWAROVSKI OPTIK and to help spread awareness of the importance of being outdoors and connecting with nature, as well as ways nature enthusiasts can closely engage with wildlife."

Peter Antoniou, UK Sales Manager for SWAROVSKI OPTIK said, "It is a great honour to have Dr Mya-Rose join us at SWAROVSKI OPTIK as an Opinion Leader. Mya-Rose is a passionate advocate of values that are at the core of the company, such as conservationism and helping people from all backgrounds to enjoy and connect with nature, and we are looking forward to working closely with Mya-Rose this year."

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SWAROVSKI OPTIK and Dr Mya-Rose, in partnership with Severn Trent Water, will be launching a beginner's birdwatching podcast on Friday 29<sup>th</sup> January 2021 called **Get Birding**. To connect with nature literally on our doorsteps, Mya-Rose and celebrity birders will share their passion and knowledge with a how-to on birdwatching for friends and families in both the city and countryside. The podcast will be available to download from <https://feeds.acast.com/public/shows/get-birding>.

For further details on Dr Mya-Rose Craig, visit [www.birdgirluk.com](http://www.birdgirluk.com).

The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

[WWW.SWAROVSKIOPTIK.COM](http://WWW.SWAROVSKIOPTIK.COM)

**Photo caption:**

**Image 1:** Mya-Rose using the SWAROVSKI OPTIK ATX 25-60x65 Spotting Scope and EL 8.5x42 binocular in Chew Valley Lake. Photo Credit Oliver Edwards. Copyright Dr MC Birdgirl Ltd.

**Image 1:** Mya-Rose with SWAROVSKI OPTIK EL 8.5x42 binocular. Photo Credit Oliver Edwards. Copyright Dr MC Birdgirl Ltd.

**Image 3:** Mya-Rose with SWAROVSKI OPTIK EL 8.5x42 binocular. Photo Credit Oliver Edwards. Copyright Dr MC Birdgirl Ltd.

Images are available to download from this [link](#).

**ABOUT SWAROVSKI OPTIK**

SWAROVSKI OPTIK headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specialises in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2019 was 158.7 million euros (2018: 156.3 million euros), with an export ratio of 91%. The company has around 980 employees.

**ABOUT DR MYA-ROSE CRAIG**

18-year-old Dr Mya-Rose Craig D.Sc. h.c. is a prominent British Bangladeshi birder, conservationist & environmentalist. She is committed to conservation such as stopping biodiversity loss and saving our planet through halting climate change, whilst respecting indigenous peoples, and highlighting Global Climate Justice as it intersects with Climate Change Action. She focusses her attention on change from governmental and huge global corporations.

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She writes a blog, Birdgirl, gives talks having spoken on a shared stage with Greta Thunberg, writes articles, also appearing on TV and radio. For her work as Founder and President of Black2Nature, which she set up age 13, she is the youngest British person to be awarded an honorary Doctorate of Science age 17 for her work fighting for equal access to nature and for ethnic diversity in the environmental sector. In September 2020 she visited the Arctic with Greenpeace, highlighting the second lowest sea ice minimum and doing the most northerly youth strike ever.

Follow Mya-Rose on:

- [www.birdgirluk.com](http://www.birdgirluk.com)
- Twitter @Birdgirl.UK
- Instagram @birdgirluk
- Facebook <https://www.facebook.com/myarosebirdgirlcraig/>
- LinkedIn <https://www.linkedin.com/in/mya-rose-birdgirl-craig/>
- YouTube <https://www.youtube.com/channel/birdgirl/videos>

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