



## EXCITING NEW PARTNERSHIP LAUNCHED BETWEEN SWAROVSKI OPTIK AND WILDFOWL AND WETLANDS TRUST (WWT)



**12 May 2021** - After many years of support for the Wildfowl & Wetlands Trust (WWT), SWAROVSKI OPTIK will be embarking on a refreshed partnership with the charity this year. From May 2021, SWAROVSKI OPTIK will be working alongside VIKING OPTICAL as WWT's newest optics partner.

This new partnership will allow visitors, staff and volunteers to learn more about the wildlife on all ten of WWT's wetland reserves year-round, through using SWAROVSKI OPTIK's scopes and binoculars in hides with WWT's experienced 'Guides in Hides' explaining what people are spotting.

As an extra boost to WWT supporters, SWAROVSKI OPTIK will once again be supporting the annual summer photo competition in WWT's membership magazine *Waterlife*. Launching in July 2021, this competition will give WWT members the chance to win SWAROVSKI OPTIK equipment and inspire burgeoning wildlife photographers to share their work.

All proceeds from this partnership with SWAROVSKI OPTIK and VIKING OPTICAL go straight to WWT, bolstering their conservation work to save wetlands and the species that rely on this vital and threatened habitat for generations to come.

**SWAROVSKI OPTIK's Country Manager UK and Rep of Ireland, Peter Antoniou said:**

*"We are delighted to be able to support WWT again this year with our new corporate partnership. It is one of Swarovski Optik's core ambitions to inspire people to love and care for nature and, alongside WWT, we hope to encourage more people to get closer to the beauty of the natural world in 2021. Wetlands are a crucial habitat for wildlife, and help combat climate change and its effects through carbon storage and flood alleviation in the UK and we are proud to support them through our work with WWT."*

**WWT's Senior Corporate Partnerships Manager, Nick Appleby said:**

*"Having such established and respected optics brands on board to support WWT's conservation work is a great asset; it underpins our mission to get people closer to wildlife and nature perfectly. We're so excited to be able to provide visitors with Swarovski Optik's equipment in our hides alongside our expert guides for a truly premiere wildlife watching experience."*

**VIKING OPTICAL's Managing Director, Richard Bonnett said:**

*"We are very pleased to have been appointed as WWT's Optical Partner and will be providing full support to the Reserves once the Covid restrictions are lifted. We have worked with our friends at SWAROVSKI OPTIK for over 25 years and look forward to the opportunity of working with them again at the forthcoming Swarovski days at each Reserve."*



To find out more about WWT visit [www.wwt.org.uk](http://www.wwt.org.uk)

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

#### **Notes To Editors:**

Interviews available with Nick Appleby, Senior Corporate Partnerships Manager at WWT (for comment on the partnership) and Martin McGill, Senior Reserve Warden at WWT Slimbridge Wetland Centre, Gloucestershire (for comment on wildlife spotting opportunities at our centres).

#### **Photo Captions:**

**Image 1:** Inside the Bewick's lodge at WWT Slimbridge. Accommodation, SWAROVSKI OPTIK binoculars.

**Image 2:** Two visitors talking to Reserve Warden Lee Smith at WWT London.

**Image 3:** Reserve Warden Scott Petrek near the Severn Estuary at WWT Slimbridge.

High-resolution images are available to download [here](#).

#### **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 2020 was 163.5 million euros (2019: 158.7 million euros), with an export ratio of 91%. The company has around 1,000 employees.

#### **For Media Enquiries, Images and SWAROVSKI OPTIK Product Loans, contact:**

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#### **THE WILDFOWL AND WETLANDS TRUST (WWT)**

Wetlands are essential for all life, including humankind and yet they are disappearing three times faster than forests. The Wildfowl & Wetlands Trust (WWT) is a conservation charity working to save wetlands globally and in the UK for wildlife, people and our planet. WWT runs ten reserves across the UK, managing 3000 hectares of the best wetland habitat in the UK, and providing inspirational experiences to encourage people to value wetlands and the amazing wildlife they support. To find out more visit [www.wwt.org.uk](http://www.wwt.org.uk).

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#### **VIKING OPTICAL Ltd**

VIKING OPTICAL LTD is a leading independent UK importer and distributor of all types of optical equipment sold under the VIKING brand. The company has been the optical partner of the RSPB for over 25 years and has other similar partnerships with Wildlife Trusts and Birdlife partners in Europe. The



SWAROVSKI  
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company has been a main sponsor of the annual Birdfair at Rutland Water as well as Birdlife Species Champion for the Indian Forest Owlet and The Seychelles Paradise Flycatcher.

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