



Stop leaving a toxic trail of pollution!



From jackets to boots, outdoor gear sold at REI and other retailers contains waterproofing chemicals called PFAS (per- and polyfluoroalkyl substances). And the production, use, and disposal of these products pollute people and the planet.

Exposure to PFAS has been linked to harmful health impacts, including cancer, hormone disruption, and immune system problems.

There's a toxic secret hiding in REI stores...



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The companies that make outdoor products containing PFAS leave a toxic trail of pollution. Manufacturing a product like a jacket can pollute the drinking water around factories, which can often be located in low-income communities and communities of color. Then, retail workers can be exposed to PFAS in the store's air, and consumers (and the environment) can be exposed during use. Finally, when the product is thrown out, it can pollute the community around the landfill or incinerator where it ends up—and can even end up in wildlife like orcas and polar bears.

REI's sale of polluting products is far from the "leave no trace" ethos of outdoors enthusiasts. No one's drinking water should be polluted for a jacket. No parents should have to worry about feeding their babies PFAS in breast milk. And, no one should have to worry that their retail job comes with indoor air pollution.

Safer, innovative solutions are within reach. The time is now for REI to lead the outdoor industry in an aggressive transition away from PFAS. As one of the largest outdoor retailers and a business renowned for its commitment to sustainability, REI has a responsibility to lead this transition.

TAKE ACTION:

Text **outside** to **833-536-1881**
to sign the petition to REI!

Learn more at MindTheStore.org



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