



KEEP PRESENTS THE ANIMAL COLLECTIVE COLLECTION
A COLLABORATION BENEFITING THE SOCORRO ISLAND CONSERVATION FUND

CONSUMER PRE-ORDERS SEPTEMBER-OCTOBER 2010
LIMITED IN-STORE RELEASE SPRING 2011

Keep Company has teamed up with Animal Collective to produce four shoes, one designed by each band member – Avey Tare, Panda Bear, Deakin and Geologist - using Keep silhouettes.

There will be four adult styles and one kid's style with all profits from the sales going to the Socorro Island Conservation Fund, a non-profit working to preserve the unique biosphere of the Revillagigedo Archipelago off Baja California, where illegal fishing, in particular of its shark population, is a continual threat.

“After much discussion we decided we wanted to give money to a small under-funded organization to which we felt a personal connection. Josh and I have been scuba diving together for a number of years and the Revillagigedos was one of the most amazing places I have ever seen. Hopefully this project will protect the animals of the Revillagigedos through at least one more fishing season and draw more attention to the global problem of illegal fishing.” says Brian Weitz (Geologist).

“The trip that Brian and I took to the Revillagigedos in 2007 has driven me to go diving when I can and learn as much as I can about the state and health (or lack thereof) of our oceans. Whereas I once saw sharks as a potentially frightening creature and little else, I have come to understand that they are a crucial part of a highly stressed and collapsing ecosystem,” says Josh Dibb (Deakin).



Brian with a Chevron Manta Ray off Socorro Island. Photo courtesy of Drew Weiner.

Available for pre-order from www.keepcompany.com between September 27th to October 31st, 2010, the shoes will also be released in limited numbers in select stores around the world starting March 2011. Pre-ordered shoes will come with a bonus cassette of previously unreleased music and will be delivered direct to the customer in the Spring.

“We came up with the idea of offering pre-sales to Animal Collective and Keep fans alike so that we could be as inclusive as possible with this project. Unlike other limited edition collaborations, pre-sales make the shoes available to all fans across the world, even those who live outside of large cities where the collection will be carried in the Spring. Introducing the collection early allows people to become involved with the spirit of the project from the beginning, building momentum until the shoes are delivered,” says Una Kim, Keep’s founder and CEO.

Rooted in a shared love of music, wildlife, and the ocean, this passion project resulted from a lengthy friendship. High school friends since the mid-nineties in Baltimore, Keep Company’s founder Una Kim and Animal Collective have remained connected over the years.

Weitz says, “It goes without saying that we love the shoes and all wear them. We’ve been friends with Una for almost 15 years. We even played shows in her basement when her parents were out of town. This was pre-Animal Collective, though everyone in the band was there and played sets in one band or another. A few years later, when we were in college, we talked about how awesome it would be to one day work on a project that brought a bunch of us together. It’s been a long time coming, but I’m psyched it finally happened.”

“Friendship and community are some of the most precious things, and I feel lucky to have grown up with such amazing people, in as pro-active and inspiring of a community as we did. Music transcends songs and simple notes. It is the foundation of my most lasting friendships and being able to do such a personal project, working with friends to benefit a cause we all care for, brings everything full circle,” says Kim.

Starting 27th September the four designs will be revealed weekly on the Keep Company website starting with Avey Tare’s ghostly design on the Tobin silhouette.

ABOUT KEEP COMPANY:

Established in 2005 Keep is an independent sneaker company, an amalgam of interests, a way of being, a language, a family. Keep works with an international network of artists, humorists, writers and thinkers. All Keep products are cruelty-free. <http://www.keepcompany.com/>

ABOUT ANIMAL COLLECTIVE:

Hailing from Baltimore, Animal Collective is a decade-old group of musicians composed of childhood friends Avey Tare (Dave Portner), Panda Bear (Noah Lennox), Geologist (Brian Weitz), and Deakin (Josh Dibb). Known for their experimental sound and mysterious, psychedelic, and sometimes disorienting live performances, the band has produced eight studio records, one live record, and a variety of critically-acclaimed side projects while touring extensively nationally and internationally. <http://myanimalhome.net/>



ABOUT SOCORRO ISLAND CONSERVATION FUND:

Socorro Island is one of 4 beautiful and remote islands in the Revillagigedo Archipelago located 250 miles out in open ocean due south of Cabo San Lucas on the Baja California peninsula. The islands are a protected Biosphere Reserve and sanctuary for a population of sharks, dolphins, turtles, more than 200 giant manta rays and a winter population of 1200 humpback whales. Scuba divers describe these islands as one of the “crown jewels” of diving in Mexico. The Revillagigedo ecosystem is under immense pressure from illegal shark fishermen in its marine areas, and invasive species on land.

The immediate goal of the Socorro Island Conservation Fund is to help with the Mexican effort of surveillance and detection of illegal fishing activities. The fund is managed as a donor-advised fund at the International Community Foundation in San Diego, a fully tax-exempt 501c3 public charity in the U.S. <http://socorroislandconservation.org/socorro/>

FOR FURTHER INFORMATION PLEASE CONTACT HELEN HAMBER AT KEEP COMPANY:

press@keepcompany.com

213.620.0148

917.715.3106