

FOR IMMEDIATE RELEASE

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Sequoia Parks Conservancy and Fragrance Company Abbott Announce Strategic Partnership

*Proceeds of Abbott Sequoia Fragrance and Candles
will be used to help protect giant sequoias from climate change.*

SEQUOIA NATIONAL PARK, Calif. (November 18, 2020) -- Sequoia Parks Conservancy (SPC) is thrilled to announce a new partnership with Abbott, a clean fragrance company with products inspired by nature.

California's recent serious drought, exacerbated by high temperatures in part due to greenhouse gas emissions, was especially severe in the southern Sierra Nevada. The result has been 5.8 million dead trees within Sequoia and Kings Canyon National Parks, including over 30 dead monarch sequoias. Monarch sequoias, the oldest and biggest of the trees, were long-thought to be incredibly resistant to environmental stress. However, they have shown needle dieback and even whole tree death during the drought. These changes, along with the Castle wildfire this summer which killed an estimated 300 monarchs on National Park Service land, have scientists and researchers at the parks concerned.

Dr. Christy Brigham, chief of resource management and science at Sequoia and Kings Canyon National Parks, states, "The recent tree deaths from the complex interactions between wildfire, drought, beetles, and prescribed fire has really caught us off guard. We have been studying the possible climate change impacts to giant sequoia extensively for the past five years, and all modeling indicates that the majority of sequoia groves will be outside their climate envelope by 2060. However, we did not anticipate witnessing deaths of mature giant sequoia so abruptly. Frankly, we are shocked and realize now more than ever that we must start working faster in order to protect these amazing trees. Each day that we wait, we lose valuable time to start imperative research that will help shape the future of the species. A partnership with Abbott will be a significant investment into this new field of research and implementation to protect giant sequoias, and such support could not come at a more critical time."

SPC's partnership with Abbott aims to provide funding to the parks to research the impacts of drought on sequoias and test solutions such as restoration, translocation, and reforestation.

Fifteen percent of all proceeds from Abbott's Sequoia products purchased in the Sequoia Parks Conservancy [Online Store](#) or in Visitor Center stores will be donated to Sequoia Parks Conservancy's Sequoia Conservation Fund to help preserve some of the mightiest organisms on the planet.

The fragrance and candles can also be purchased online at [Abbott](#), where 5% of sales will be donated to the Sequoia Conservation Fund.

Jose Alvarez, co-founder of Abbott says, "We are incredibly proud and excited to be partnering with the Sequoia Parks Conservancy. At Abbott, our key mission is

to celebrate nature through fragrance, and helping to conserve a natural treasure like Sequoia & Kings Canyon National Park is a privilege for us. Right now, the giant sequoias are in more trouble than ever—that's why it's crucial for us to do our small part to help save them."

The Sequoia Personal Fragrance by Abbott is a deep, woody and smoky unisex fragrance and will transport you back to the Giant Forest of Sequoia National Park. It is made with the finest fragrance oils available, and it's 100% clean, safe, and non-toxic. Clean + Conscious: Highest quality fine fragrance oils available, 100% clean, safe and non-toxic, blended by Abbott's Master Perfumers. Vegan and cruelty-free. No parabens, no phthalates, no sulfates.

Concentration: Eau de parfum

Top Note: Smoky incense

Mid Note: Cedarwood

Base Note: Sandalwood

50mL/8mL

Retails for \$75/\$25

The Sequoia Candle by Abbott is a deep, woody and smoky scented candle, inspired by the towering forest of Sequoia National Park. Clean + Conscious: Hand-poured in Saratoga, New York with 100% natural soy wax and cruelty-free oils.

Burn time: 40–50 hours

Retails for \$36



Friends of Sequoia Parks Conservancy can purchase both during the Annual Holiday Sale and receive a 25% discount through December 31, 2020. To become a Friend of SPC, simply make a donation of \$35 or more to Sequoia Parks Conservancy and receive a host of benefits including reciprocal discounts at parks across the country. More information can be found at <https://www.sequoiaparksconservancy.org/friendsof.html>.

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About Sequoia Parks Conservancy

Sequoia Parks Conservancy is the official nonprofit partner of Sequoia and Kings Canyon National Parks, working hand-in-hand with the National Park Service to support critical park programs including education and outreach, trails and access, wildlife management, search and rescue, and resource management and science. Learn more at www.sequoiaparksconservancy.org.

About Abbott

Abbott was born from a profound need to escape the city for long weekends outdoors. Fragrance is our tool for paying attention to the environment, allowing us to slow down and live in the present. That's why we create clean, non-toxic fragrances that capture the essence and memories of natural places. Each scent

serves as a daily reminder of the beauty that exists around us.

Abbott uses the cleanest, safest, and most eco-conscious ingredients possible: no parabens, no phthalates, no sulfates, cruelty-free and vegan. And we do all of this without ever sacrificing product performance or artistry. Learn more at www.abbottnyc.com.

About Sequoia and Kings Canyon National Parks

These two parks, which lie side by side in the southern Sierra Nevada in Central California, preserve prime examples of nature's size, beauty, and diversity. Over two million visitors from across the U.S. and the world visit these parks to see the world's largest trees (by volume), grand mountains, rugged foothills, deep canyons, vast caverns, the highest point in the lower 48 states, and more. Learn more at www.nps.gov/seki.