

# TALLY WEIJL

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## TALLY WEIJL IS DONATING 50.000 EURO

**Basel, 18.04.2017** – TALLY WEIJL shows environmental commitment banishing plastic bags and raising money to support the Munich based organization One Earth - One Ocean e.V. (OEOO).

Beginning of 2017, TALLY WEIJL has donated 50,000 euro to the non-profit organization OEOO to support their project "Seekuh" - a boat that can collect up to two tons of waste and plastic out of the water. Once the plastic is collected, it is handed over to be recycled. The donated money was raised by selling shopping paper bags in Germany (20 cents each, half of which is being donated).

With the introduction of paid paper bags, TALLY WEIJL wants to reduce the consumption of shopping bags and to contribute to the protection of the environment. In 2010, the fashion label has already started a similar fundraising activity in Switzerland and is since then charging a 10 cent fee on paper bags. This money goes to the Swiss AIDS Federation.

More info about OEOO on <http://www.oneearth-oneocean.com/>

**TALLY WEIJL** is an international fashion brand for young self-confident women. Delivering the latest trends and creating innovative designs have led to the thirty-year success story of the company. Founded in 1984 by Tally Elfassi-Weijl and Beat Grüning, the Basel based family business has developed into a multichannel provider, supplying more than 900 stores in 38 countries. TALLY WEIJL offers a unique fashion experience with the aim of making women feel empowered and beautiful.

