

THIS BLACK FRIDAY, REI WILL INVEST IN HEALTH RESEARCH

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#OptOutside by REI, Canada

Watch this video at <https://www.lsnglobal.com/news/article/23096/this-black-friday-rei-will-invest-in-health-research>

US – In addition to the closing all of its stores on Black Friday, the outdoor retailer will fund a study that aims to show the link between nature and health.

For the fourth year in a row, REI will take a **Righteous Retail** approach to Black Friday by refusing to operate during the retail event. To back up its #OptOutside campaign, which encourages its employees and customers to spend more time with nature, the retailer is partnering with the University of Washington and investing \$1m (£760,000, €870,000) to fund an initiative called Nature for Health.

A new center for academic excellence within the university will study how time spent outdoors affects our health, including whether nature could be prescribed for those suffering from anxiety and depression.

By working to close the knowledge gap, REI is showing how brands can move beyond media campaigns to take **real stands on societal issues**.