



PRESS RELEASE

19 September 2023 08:00:00 CEST

RevolutionRace celebrates "Allemansrättens Dag" for the second year in a row

RevolutionRace is proud to participate, for the second year in a row, in the celebration of "Allemansrättens Dag" (Freedom to roam) on the 20th of September. This day, established in 2022 by Svenskt Friluftsliv and Generation Pep together with RevolutionRace as a partner, aims to celebrate all people's right to enjoy and explore the Swedish nature.

– We are extremely proud of our partnership with Generation Pep and Allemansrättens Dag. Together, we strive to increase knowledge about public access and inspire more people, especially children and young people, to explore nature. We know that fresh air and outdoor activities positively affect our health and we want to continue spreading this message, says Paul Fischbein, CEO of RevolutionRace.

Carolina Klüft, director of operations at Generation Pep, looks forward to Allemansrättens Dag and its significance: "Generation Pep was founded with the vision that all Swedish children and young people should live an active and healthy life. Allemansrätten is a fantastic resource to achieve this goal and we want to inspire more people to feel the "alleman" spirit and explore our Swedish nature for a more active life."

Allemansrätten, protected by the constitution, is a unique and valuable part of Sweden's rich outdoor life. RevolutionRace looks forward to continuing to support and encourage civil rights on September 20th and encourages everyone to join in the celebration.

About RevolutionRace

RVRC Holding AB (publ) (RevolutionRace) is a fast-growing outdoor brand offering multifunctional products including clothes, shoes, backpacks, and accessories to people with an active lifestyle. RevolutionRace ambition is to create high-quality, colorful, and affordable outdoor products with an amazing design and fit at unmatched value under the tagline "Nature is our playground." The company operates with a digital D2C business model reaching customers in approximately 40 countries. The company was founded in 2013 and is listed on Nasdaq Stockholm since 2021. RevolutionRace is on a mission – to make the nature accessible for everyone!

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Attachments

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