**FOR IMMEDIATE RELEASE**

Wild Earth Secures 'Gold Coast Business of the Year' Award Alongside 'Best Retailer' Title for Second Year in a Row

Gold Coast, Australia – 04/12/2023 – Wild Earth, Australia's leading outdoor adventure and gear retailer, is thrilled to announce its recent accolades from the prestigious 2023 Gold Coast Business Excellence Awards. For the second year running, Wild Earth has been honoured with the 'Best Retailer' award. The evening culminated in Wild Earth being named the 'Gold Coast Business of the Year,' a distinction that celebrates the company's commitment to excellence and innovation in the retail industry.

The Gold Coast Business Excellence Awards, known for recognizing the outstanding achievements of businesses across various sectors, including Tourism, Technology, Professional Services, and Health & Wellbeing, saw Wild Earth emerge victorious from a competitive field of dynamic and successful businesses. This recognition underscores Wild Earth's strong presence in the retail sector, innovative business practices, and its significant contributions to the Gold Coast's economic vitality.

Jimmy Black, Founder of Wild Earth, stated in his acceptance speech, "We are completely overwhelmed and honoured by this recognition. These awards are a reflection of our dedicated team's hard work and the innovative spirit that fuels our company. It affirms our commitment to providing exceptional service and the best outdoor gear to our customers."

The 'Gold Coast Business of the Year' title is awarded to a business that exemplifies outstanding service, sustainable practices, and a significant contribution to the community and economy. Wild Earth's win is a testament to the company's dedication to these principles.

"These awards belong to our incredible team", said Chris Somerville, CEO of Wild Earth, “Each member's commitment to pushing boundaries and working collaboratively is what makes Wild Earth stand out. We are proud to accept these awards on behalf of everyone at Wild Earth."

Wild Earth's latest achievements follow a series of strategic initiatives that have positioned the company at the forefront of the outdoor retail industry. With a focus on sustainability culminating in Wild Earth's recent BCorp Certification, and an unyielding passion for the outdoors, Wild Earth continues to inspire and equip adventurers across Australia and beyond.

For more information about Wild Earth and its range of products and services, please visit [Wild Earth's website].

**About Wild Earth**

Wild Earth is Australia's premier retailer of outdoor adventure clothing and gear, offering a wide selection of products for camping, hiking, climbing, paddling, biking and outdoor pursuits in every climate. With a commitment to delivering quality and sustainable outdoor equipment, Wild Earth serves a community of adventurers and nature enthusiasts who value the environment and the great outdoors.

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