

**Tokmanni and John Nurminen Foundation launch cooperation  
– Aim is to promote the protection of the Baltic Sea with Pisara products****PISARA-  
TUOTTEISTA****5  
SENTTIÄ****ITÄMEREN  
HYVÄKSI****KAMPANJA ON VOIMASSA 1.5.–30.8.2020****[tokmanni.fi/itamerenpuolesta](http://tokmanni.fi/itamerenpuolesta)**

Tokmanni and the John Nurminen Foundation, which focuses on the protection of the Baltic Sea and its heritage, have launched cooperation in which Tokmanni will donate five cents to the Foundation for the protection of the Baltic Sea for each Pisara product it sells during 1 May to 30 August 2020.

The Baltic Sea is one of the most polluted seas in the world, and its most serious environmental problem is eutrophication. The *Pisara – Protecting the Baltic Sea* cooperation will highlight the state of the Baltic Sea and its protection and offer a tangible way to participate in the protection of the Baltic Sea.

“Tokmanni carries out important work on climate issues and operates in accordance with its slogan *For smart shopping*. Together with the John Nurminen Foundation, we can offer a smart and visible way for both us and our customers to look after the Baltic Sea. We want to get everyone involved in helping the Baltic Sea,” says **Emilia Koski**, Tokmanni's Head of Corporate Responsibility.

The money raised through the cooperation will go to the John Nurminen Foundation's Clean Baltic Sea projects, which help to reduce the load on the Baltic Sea and its environmental risks.

“We still need more action for the Baltic Sea. Fortunately, there is still hope and there are many ways that have been proven to be effective in curbing eutrophication of the Baltic Sea. We are also constantly exploring new ways to protect our beloved sea. Tokmanni's donation will give us additional impetus for our work. This cooperation will also allow us to share information about the protection of the Baltic Sea and the state of the sea with an even wider audience,” says **Annamari Arrakoski-Engardt**, Secretary General of the John Nurminen Foundation.

**Versatile Pisara range suits customers and cooperation**

Pisara, which prominently features in the *Pisara - Protecting the Baltic Sea* cooperation, is a Tokmanni private label focusing on cleansing and beauty, which was launched last autumn. The brand's selection includes over a hundred products for the skin, hair and body, from shower gels to hand towels and moisturisers to salt foot soak.

“Pisara's products are attuned to the times and take the wishes and needs of Finnish consumers excellently into account. Pisara is already hugely popular and its range is very comprehensive, making it an excellent fit for cooperation for the good of the Baltic Sea,” says **Mikko Keskitalo**, Purchasing Manager, home and personal

TOKMANNI  
PRESS RELEASE  
29 April 2020 at 3:10 p.m.

care from Tokmanni.



*Tokmanni will actively communicate about the Pisara - Protecting the Baltic Sea cooperation in its stores, advertisements, websites and social media channels. More information about the campaign can be found on the campaign page [www.tokmanni.fi/itamerenpuolesta](http://www.tokmanni.fi/itamerenpuolesta).*

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*John Nurminen Foundation*

*Founded in 1992, the purpose of the John Nurminen Foundation is to save the Baltic Sea and its heritage for future generations. The Foundation is an award-winning communicator of cultural works and producer of marine cultural content. The goal of the Foundation's Clean Baltic Sea projects is to improve the condition of the Baltic Sea with tangible measures that will reduce the load and environmental risks directed at the sea. The work is steered by measurable results and impact.*

[www.johnnurmisenosaatio.fi](http://www.johnnurmisenosaatio.fi)

*Tokmanni*

*Tokmanni is Finland's leading general discount retailer. Some 3,700 Tokmanni employees make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of Finnish and international brand-name products and other high-quality products at prices that are always affordable. With nearly 200 stores around Finland and an online store, Tokmanni is always close to its customers. Tokmanni's revenue in 2019 amounted to EUR 944.3 million. Tokmanni's shares are listed on Nasdaq Helsinki.*