Jackery powers ‘Capturing Tenerife’ adventure for outdoor photographer Jack Atkinson

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London, UK, 23 August 2023 / -- Jackery, a global leader in innovative portable power and green energy solutions is proud to have worked with National Geographic Traveller, alongside outdoor photographer Jack Atkinson, as he captured the rugged and diverse landscapes of the volcanic island of Tenerife.

Jackery teamed up with outdoor photographer, Jack Atkinson, as he embarked upon an exploration of the lesser-known regions of Tenerife, treating travel and photography enthusiasts to a behind-the-scenes experience of a photography shoot on the Mediterranean island, creating inspiring and engaging shots for the *Capturing Tenerife* campaign, all powered by the latest Jackery Explorer.

Jack was able to fully explore Arico, in the southeast of the island, renowned for its rural tourism and vast untouched open terrains. The newest Jackery Solar Generator ensured all of Jack’s camping and photography equipment was kept fully charged and powered up with industry-leading solar panels and a USB port for charging from a vehicle.

Ricky Ma, Head of EMEA, Jackery, said:

“We are excited to present this collaboration with Jack (Atkinson). It has been fantastic to see how Jack was able to put our newest Solar Generator model through its paces while capturing the beautiful landscapes of Tenerife.

“National Geographic Traveller readers can enjoy the scenic photography of Jack’s adventure and in addition, can also receive a solar panel for free* with the purchase of an Explorer 2000 Plus power station. We hope this inspires budding photographers and travellers across Europe to embark upon their own adventures.”

As part of *Capturing Tenerife*, photographer Jack also visited Tajao Beach, Pista Cancajos and saw Mount Teide.

Reflecting on his experience, photographer Jack Atkinson, said:

“I was inspired by the vast volcanic landscapes, especially the Teide National Park and the opportunity to show the magazine’s readers a very different side to the popular holiday island of Tenerife. Having the Jackery on hand to help power not only my photography equipment but also essential camping items in the wilderness was really liberating.

“Jackery helped me to explore that little bit further than I usually would do on my own – giving extra peace of mind and also allowing me to enjoy some luxuries in the outdoors like freshly ground coffee in the morning”.

Located in the Atlantic Ocean close to the northwest coast of Africa, Tenerife is part of the Canary Islands consisting of La Palma, Lanzarote, Gran Canarias, Fuerteventura, La Gomera, and El Hierro. There are many smaller islands and islets as part of the Canaries, often referred to in ancient times as the *Fortunate Isles* and because of its location, it has been historically considered a link between the four continents of Africa, Europe, North America, and South America.

Capturing Tenerife can be viewed online:
https://www.nationalgeographic.com/travel/article/paid-content-capturing-tenerife-jack-atkinson

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For all media enquiries, image requests and product reviews, please contact: Nicola Cutler, Senior PR UK/EU nicola@jackery.com or call +44(0)7395 603007

Notes to editors:

Jackery has received carbon footprint verification from TÜV SÜD. The carbon footprint results of

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Jackery's products have achieved the international standard ISO 14067:2018.

Jackery recently launched the Jackery 2000 Plus - the first solar generator of a new series. The new 2000 Plus power station has an output of 3000 watts and a capacity of 2042 watt-hours, which can be expanded in increments of 2 kWh each to 12 kilowatt hours with up to five battery packs. It has already been awarded the SEAL Sustainable Product Award for 2023.

About Jackery

Jackery, the world's leading innovative portable power and green outdoor energy solution provider founded in California in 2012, is a global top-selling solar generator brand born with a mission to offer green energy to everyone, everywhere. Expanding its footprint from the US to Europe, Japan, and China, Jackery has sold over three million units globally since 2018, with its products consistently selected as Best Sellers on Amazon. In addition, Jackery has earned 363 global patents. The brand has so far received over 50 prestigious international design awards, including the Red Dot Design Award, the iF Design Award, the A' Design Award and Competition, the Best of IFA Award and the CES Innovation Award. Jackery is also proud to support global charity WWF and is also in an official partnership with the IRC, International Rescue Committee, helping those affected by disaster across the globe in their time of need. To date, the carbon emissions reduced by the accumulative globally sold solar panels equals planting 2.46 million trees.

About Jack Atkinson

Jack Atkinson is an outdoor adventure photographer and is most at home when he is up a mountain or by the sea, camera in hand. Jack has been passionate about photography since he was a child and reflects true authenticity in his work.

Company Contact:

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Jackery

T. 07395603007
E. nicola@jackery.com
W. https://uk.jackery.com/

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