

LANDS' END

Lands' End Announces Wear Red Campaign in Support of Heart Health Month

January 26, 2018

Company Supports American Heart Association's Life is Why We Give™ Initiative

DODGEVILLE, Wis., Jan. 26, 2018 /PRNewswire/ -- February is Heart Health Month and Lands' End is announcing the Wear Red Campaign in support of the American Heart Association's Life is Why We Give™ campaign. Lands' End will help to raise awareness and funding to further support the American Heart Association's mission to build healthier lives, free of cardiovascular diseases and stroke.

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Through the month of February, Lands' End is encouraging everyone to shop the company's [Red Collection](#). For every Red Collection purchase, ten percent will be donated to the American Heart Association, and for every photo posted on social media tagged with #WearRed and #MyLandsEnd, Lands' End will donate \$1.

"As a company, Lands' End has always been committed to supporting and focusing on health-related causes that affect our employees and customers, and we are looking forward to supporting the efforts of the American Heart Association," said Michele Casper, Vice President, Brand Marketing & Public Relations, Lands' End. "The Wear Red campaign empowers everyone to take steps towards a healthier future while also giving back to support this important cause that affects millions of Americans."

To join Lands' End in the fight against heart disease:

- **Shop the Red Collection** - Purchase a red women's, men's or kids' item from the Red Collection and Lands' End will donate 10 percent of the item purchase price to the American Heart Association.
- **Share #WearRed Photos** – Lands' End is asking everyone to join the movement and share photos on social media using hashtag #WearRed and #MyLandsEnd. For each photo shared through February 28, 2018, Lands' End will donate \$1 to the American Heart Association.
- **National Wear Red Day** - On February 2nd, Lands' End employees will wear red in honor of National Wear Red Day.

About Lands' End, Inc.

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of clothing, accessories, footwear and home products. We offer products through catalogs, online at [landsend.com](#) and affiliated specialty and international websites, and through retail locations. We are a classic American lifestyle brand with a passion for quality, legendary service and real value, and seek to deliver timeless style for men, women, kids and the home.

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SOURCE Lands' End, Inc.

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