



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.



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.

LANDS' END

 View original content with multimedia: <http://www.prnewswire.com/news-releases/lands-end-announces-wear-red-campaign-in-support-of-heart-health-month-300588659.html>

SOURCE Lands' End, Inc.

Mary Friday, Lands' End, 608-935-4836, mary.friday@landsend.com