

# LANDS'END

August 24, 2015

## Lands' End Teams Up with the Child Mind Institute for Back-to-School

### Helping to Make the Transition Easy for Both Parents and Children

DODGEVILLE, Wis., Aug. 24, 2015 /PRNewswire/ -- To kick off the Back-to-School season, Lands' End is partnering with the Child Mind Institute to bring moms and dads the latest information on parenting and child development, enabling them to get back into the new school year with ease. This organization shares Lands' End's passion for raising strong, compassionate, curious kids and supporting their families.

# LANDS' END

"As a brand that has always been committed to families, we are proud to be partnering with the Child Mind Institute to help provide help and hope to children and their families," says Federica Marchionni, CEO of Lands' End. "We're confident that through this partnership, we can bring valuable information and advice to the millions of parents we touch each year."

"We are very excited with the support from Lands' End," says Dr. Harold Koplewicz, president of the Child Mind Institute. "This partnership will help us reach many more children and families with accurate information about children's wellbeing and healthy brain development — especially as children head back to school."

The Child Mind Institute delivers the highest standards of care, pushes the science of the developing brain and serves as the leading children's mental health resource for parents, professionals and policymakers. Lands' End is working in tandem with them to create content that will get both parents and their children back into the classroom mindset. Topics include:

- | **A Parent's Guide to Getting Ready for Back-to-School**
- | **Dos and Don'ts for Back-to-School**
- | **Five Tips To Help Kids Get a Good Start in the New School Year**

On Thursday, August 27th at 5:00 p.m., David Anderson, PhD, Senior Director, ADHD and Disruptive Behavior Disorders Center from the Child Mind Institute (CMI), will be co-hosting a Facebook chat with Lands' End. During the event, participants will be able to ask questions and receive guidelines on how to make the back-to-school transition easy for their kids and themselves, along with a chance to win great prizes. Dr. Anderson earned his doctorate in clinical psychology from Columbia University and his bachelor's degree from Dartmouth College. He is a member of the American Psychological Association, the Association for Behavioral and Cognitive Therapies, and the Association for Psychological Science.

For more information about Lands' End and the Child Mind Institute, visit <http://www.landsend.com/childdevelopment>

#### **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 <http://www.landsend.com> and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears® and standalone Lands' End Inlet® Stores. 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.

#### **ABOUT THE CHILD MIND INSTITUTE**

The Child Mind Institute is an independent nonprofit dedicated to transforming the lives of children, families and communities affected by mental health and learning disorders. Our teams work every day to deliver the highest standards of care, push the science of the developing brain and serve as the leading children's mental health resource for parents, professionals and policymakers. Together with our supporters, we help kids reach their full potential in school and in life. The Child Mind Institute does not accept funding from the pharmaceutical industry. Learn more at [childmind.org](http://childmind.org).

URLs: [www.landsend.com/newsroom](http://www.landsend.com/newsroom)  
<http://www.landsend.com>

Logo - <http://photos.prnewswire.com/prnh/20150422/200445LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/lands-end-teams-up-with-the-child-mind-institute-for-back-to-school-300132459.html>

SOURCE Lands' End, Inc.

News Provided by Acquire Media