



Lands' End Fosters a Love of Learning through Art Contest on National Summer Learning Day

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Kids Can Submit "Love Learning" Artwork for the Chance to Win Backpacks, Lunchboxes and Cash Prizes

DODGEVILLE, Wis., July 12, 2018 /PRNewswire/ -- Learning and creating shouldn't take a vacation in the summer. Lands' End, together with the National Summer Learning Association, is encouraging kids to keep the creativity alive during summer break by entering artwork in the Love Learning Art Contest. Kicking off today – National Summer Learning Day – through August 12, kids between the ages of four and 18 can create original pictures showing a love of learning for the chance to win backpacks, lunch boxes, and cash prizes. Kids may use any art medium including digital, paints, markers and crayons.



"Summer is the perfect time to foster learning and creativity outside of the classroom," said Matt Trainor, senior vice president, brand creative at Lands' End. "The Love Learning Art Contest is another way for kids to stay engaged so they can start the school year strong and thrive all year long."

To enter, parents can submit artwork created by their child at landsend.com/lovelearning. The contest is divided into age groups: 4-6, 7-10, 11-14 and 15-18. All first, second, third and grand prize winners will receive a Lands' End backpack and lunch box. Cash prizes of \$500, \$250 and \$100 will also be awarded to first, second and third place winners in each age group. An overall grand prize winner will receive \$1,000.

"We are thrilled to partner with Lands' End, an all-American lifestyle brand committed to improving the future of America's youth through educational investment," said Matthew Boulay, PhD, NSLA Founder and CEO. We especially look forward to seeing the creativity and spirit of kids from across the country."

National Summer Learning Association Partnership

The Lands' End Love Learning Art Contest is an official National Summer Learning Day activity. Through the National Summer Learning Association, libraries, children's museums, nonprofits, municipalities, and school districts of cities and towns across America will host nearly 1,000 science, math, reading, sports, and arts-related events or programs representing a projected one million youth who will celebrate National Summer Learning Day.

In addition to the Love Learning Art Contest, Lands' End is reaffirming its commitment to education for all children, by partnering with the National Summer Learning Association on a year-long initiative to promote the importance of quality summer learning opportunities for every child, every summer. Lands' End will also recognize a program that brings learning to life in informal learning spaces and support families in meaningful ways with a \$10,000 award. Award submissions will be open from now through November 30, 2018 and award criteria can be found [here](#).

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. 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 National Summer Learning Association

The National Summer Learning Association is the only national nonprofit exclusively focused on closing the achievement gap by increasing access to high-quality summer learning opportunities. NSLA recognizes and disseminates what works, offers expertise and support for programs and communities, and advocates for summer learning as a solution for equity and excellence in education. For more information, visit www.summerlearning.org.

URLs: landsend.com/lovelearning; landsend.com/newsroom

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