

# LANDS'END

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## Lands' End Funds Project Aimed At Saving Alcatraz Lighthouse

### Historic Structures Report Will Assess Damage and Needed Repairs, Furthering the Lands' Friendly Initiative

DODGEVILLE, Wis., Oct. 6, 2015 /PRNewswire/ -- Lands' End announced the funding of a Historic Structures Report administered by the U.S. Lighthouse Society, the first step in saving the storied Alcatraz Island Lighthouse. In partnership with the National Park Service and the U.S. Coast Guard, the report will assess the condition and required level of repair of the West Coast's oldest lighthouse, so it can be enjoyed by future generations for years to come.



Supportive funding for the report goes hand-in-hand with Lands' End's rich history as a sailing outfitter and leader in social responsibility. Known for its high quality apparel and customer service, Lands' End has been committed to philanthropy and the environment for more than 50 years. Earlier this year, the company launched the Lands' Friendly initiative, a mission to continually strive to be a leader in sustainability through partnerships and projects of this nature.

"Lands' End is excited to partner with the U.S. Lighthouse Society in ongoing efforts to raise awareness and help preserve America's historic lighthouses," said Federica Marchionni, CEO, Lands' End. "Since the company was founded in 1963, the lighthouse has been a treasured icon symbolizing our brand's heritage. While our company has evolved over the past 50 years, our love of lighthouses and rich nautical history has stayed the course. The Alcatraz Island Lighthouse, which guided mariners to safety for years, is unique in many ways and we want to lend support to preserve this nautical landmark for future generations."

The Historic Structures Report is a critical first step in this noteworthy cause and a necessary document that conforms to the National Park Service, U.S. Coast Guard and Department of Interior guidelines for historic restoration. For the project, the U.S. Lighthouse Society has engaged the services of an architect and structural engineer specializing in historic restoration, who will conduct a detailed site inspection of the Alcatraz Island Lighthouse. Along with contributions from a team of lighthouse experts and historians, the final report will be a comprehensive document outlining the unique history of the property and will provide a detailed outline of rehabilitation work that needs to be addressed and the associated costs.

"Lands' End shares our passion and commitment to this cause and we take great pride in our work with them to help preserve one of the Bay Area's treasured landmarks," said Jeff Gales, Executive Director, U.S. Lighthouse Society. "Lands' End's generous donation allows us to continue to fund the Historic Structures Report and take the necessary initial steps in conserving this storied landmark."

The classic lighthouse has faced hardship in the wake of modern technology, with automated lights eliminating the need for operating personnel. As the almost 300-year-old era of manned light stations in this country has come to a close, preserving those remaining symbols of maritime heritage is an important step in ensuring these historic structures can be enjoyed by future generations.

"Today we are putting into action sustainable practices that support the preservation of our nation's most treasured

structures," said Marcus Koenen, Interpretive Operations Supervisor, National Park Service. "We are very appreciative of the work of the U.S. Lighthouse Society and the generous support of Lands' End to ensure the Alcatraz Island Lighthouse can be enjoyed for years to come."

\* In 2014, Lands' End adopted the Block Island Southeast Lighthouse, a U.S. National Historic Landmark located on Block Island, Rhode Island. The donation restored the lantern room to house the original lens.

#### **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 [www.landsend.com](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 U.S. LIGHTHOUSE SOCIETY**

The U.S. Lighthouse Society is a national nonprofit corporation that started the lighthouse preservation movement in America 30 years ago. Education is at the forefront of Society operations, and to that end it produces a highly respected lighthouse periodical and operates educational excursions around the world. The Society is considered the hub of communication for everything lighthouse, and has been the proud recipient of numerous preservation awards including a special commendation from The White House. To date, the U.S. Lighthouse Society is made up of many thousands of members and has raised and donated over \$1 million to lighthouse preservation projects nationwide. The Society serves as an important voice and a beacon of hope for those who are passionate about these national maritime treasures, and is dedicated to the continued preservation of lighthouses for future generations. [uslhs.org](http://uslhs.org)

URL: <http://www.landsend.com/>

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