

LANDS' END

March 28, 2016

Lands' End Joins with the National Park Foundation to Support the 2016 White House Easter Egg Roll

Lands' End Donates 1,500 Easter Totes for Annual Event

WASHINGTON, March 28, 2016 /PRNewswire/ -- Lands' End announced today that it will contribute to the National Park Foundation, the official charity of America's national parks, to support the 2016 White House Easter Egg Roll at President's Park on the South Lawn of the White House.



Honoring the final Easter Egg Roll of the Obama Administration, this year's theme is "Let's Celebrate." The event will feature live music, sport courts, cooking stations, storytelling, Easter egg rolling, and the first-ever White House Fun Run.

In addition, the official White House Easter Eggs, sold by the National Park Foundation to support the annual event which takes place at one of more than 400 national parks across the country, are available at easter.nationalparks.org.

This year marks the fourth year that Lands' End, the global lifestyle brand based in Dodgeville, Wisconsin, is taking part in the White House Easter Egg Roll, with a donation of 1,500 [Easter Totes](#). A classic holiday favorite from Lands' End, the colorful, festive totes will be embroidered with the White House 2016 Easter Egg Roll seal. The 2016 Easter basket-shaped tote is available in festive kid-approved designs and made with 100% cotton canvas. The full collection of Easter totes is available for purchase at landsend.com.

"We are honored to return to the White House Easter Egg Roll and share our exclusive Easter Basket Totes, specifically logoed for such a memorable event that we are proud to support," said Federica Marchionni, CEO of Lands' End. "Being a part of the rich history and tradition of this event is a privilege and we look forward to being a part of this special day."

The White House Easter Egg Roll is a great example of the countless ways there are to [#FindYourPark](#) and encourage every kid to experience the great outdoors. Launched in March 2015, Find Your Park/Encuentra Tu Parque is a public awareness and education movement to inspire people from all backgrounds to connect with, celebrate, and support America's national parks and community-based programs. Celebrating the National Park Service Centennial and setting the stage for the Service's next 100 years, [#FindYourPark](#) complements the President's Every Kid in a Park initiative and encourages people to discover and share their own unique connections to our nation's natural landscapes, vibrant culture, and rich history.

ABOUT LANDS' END

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of casual clothing, accessories, footwear and home products. We offer products through catalogs, online at 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 NATIONAL PARK FOUNDATION

The National Park Foundation is the official charity of America's national parks and nonprofit partner to the National Park

Service. Chartered by Congress in 1967, the National Park Foundation raises private funds to help PROTECT more than 84 million acres of national parks through critical conservation and preservation efforts, CONNECT all Americans with their incomparable natural landscapes, vibrant culture and rich history, and INSPIRE the next generation of park stewards. Find out more and become a part of the national park community at www.nationalparks.org.

LANDS'END

Photo - <http://photos.prnewswire.com/prnh/20160327/348248>

Logo - <http://photos.prnewswire.com/prnh/20151028/281414LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/lands-end-joins-with-the-national-park-foundation-to-support-the-2016-white-house-easter-egg-roll-300241772.html>

SOURCE Lands' End

News Provided by Acquire Media