

News - October 21, 2009

## **Levi's® and Goodwill® Partner to Launch a "Care Tag for Our Planet"**

*Program Empowers Consumers to Care for Their World by Caring for Their Clothes*

SAN FRANCISCO (October 21, 2009) - Levi Strauss & Co. and Goodwill® today announced A Care Tag for Our Planet, a new initiative that aims to put billions of pounds of unwanted clothing to good use instead of into landfill. Beginning in January 2010, the Levi's® brand will be the first major retailer to include messaging on product care tags that encourages people to donate unwanted clothing.

"As a company built on values, we have long worked to promote sustainability in how we make our products and run our operations," said John Anderson, president and chief executive officer of Levi Strauss & Co. "This initiative uses our global voice to empower hundreds of millions of consumers around the world to join us by providing simple and actionable ways to help care for our planet."

"A Care Tag for Our Planet is Goodwill's first partnership of its kind designed to increase the life cycle of clothing and textiles to address the approximately 23.8 billion pounds that end up in U.S. landfills each year," said Goodwill Industries International CEO and President Jim Gibbons. "As the 'Original Recycler,' 166 community-based Goodwills in the United States and Canada collectively divert more than 1.5 billion pounds of clothing and textiles every year from landfill by recovering the value in people's unwanted material goods. In addition to funding community-based services, these landfill diversion programs create job-training opportunities for more than 1.5 million people a year."

### **About Levi Strauss & Co.**

Levi Strauss & Co. is one of the world's largest branded apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers® and Signature by Levi Strauss & Co.™ brands. Levi Strauss & Co. reported fiscal 2008 net revenues of \$4.4 billion. For more information, go to <http://levistrauss.com>.

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world - capturing the imagination and loyalty of people for generations.

### **About Goodwill**

Goodwill Industries of San Francisco, Marin and San Mateo Counties ([www.sfgoodwill.org](http://www.sfgoodwill.org)) is dedicated to recovering value in both people and material goods through businesses and programs that provide workforce training, many of them helping the environment at the same time, empowering more than 4,100 program participants a year, placing more than

700 people in jobs with more than 200 employers throughout the Bay Area. To learn more about Goodwill Industries International, or to find your local Goodwill store, visit [www.goodwill.org](http://www.goodwill.org) or call (800) 664-6577.

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