



For Release: February 1, 2011

Contact: Danny Kraus
danny@grow-marketing.com
415.440.0705

Shaun Lewis
slewis@levi.com
212.704.3217

“WEAR THE PANTS™ PROJECT” OFFERS FANS OVER \$175,000 TO PURSUE THEIR PASSION

Dockers® Giving Away \$100,000 Plus Additional Weekly “Man Grants” Throughout 2011 to Encourage People to Do What They Love

SAN FRANCISCO (February 1, 2011) – The [Dockers®](#) brand is challenging men to love what they do or get busy doing what they love by presenting one lucky winner with \$100,000 (post tax!) in the “Wear the Pants™ [Project](#)” contest, launching February 1, 2011. The Dockers® brand is also giving away an additional 43 “[Man Grants](#)” (total value: over \$75,000 in services, tools, resources, or cash) each week through the end of November 2011.

The contests are about encouraging [men](#) to take action – whether it’s that small project that never got done or a bigger life’s passion. To enter the contests, men must submit a plan for actualizing their dreams, whether professional or personal, on the Dockers® [Facebook](#) page.

“Dockers® wants to help men do what they want to do, and inspire them to come up with a plan to get it done,” says Jennifer Sey, senior vice president of global marketing, Dockers®. “We’ll provide them with a little extra encouragement and, for 44 lucky winners, the resources they need to get there.”

Since late 2009, Dockers®, the brand that has defined [khaki](#) pants for more than 25 years, has asked men to boldly “Wear the Pants” in a provocative global ad campaign that celebrates a new style of [masculinity](#) – one that blends accountability and sensitivity, for the man who knows how to change a tire *and* a baby’s diaper. This year, Dockers® is taking the campaign – and their fans – to the next level, providing the resources to help men realize their potential.

Win \$100K to Turn Your Day Job into a Dream Job

Starting February 1, and continuing through March 15, 2011, men who are ready to change their life’s story will be invited to enter their plan at the Wear the Pants™ Project tab on the Dockers® Facebook page. The tab provides a video and other details about the \$100,000 contest and serves as an entry point for their application.

For inspiration, Dockers® is sharing films and stories about several real men who embody the spirit of the Wear the Pants™ Project, men doing what they love – from artists to architects, philanthropists to filmmakers. These real stories are also available to view on [Dockers.com](#), where visitors will find an overview of the Wear the Pants™ Project.

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The Wear the Pants™ Project Facebook page will showcase featured entries so that community members can vote to determine the Top 50 plans (between February 1 and March 15). A panel of experts will review the Top 50 and select five finalists, with the community again voting on the final winner from April 25 – May 1. The winner of the \$100,000 prize will be announced on May 2. The winner also receives a year's worth of Dockers® khakis, so he can Wear the Pants™ while pursuing his interests.

The first 500 entries receive a free pair of Dockers® khakis. Every entrant will get a sharable coupon for 30% off Dockers® khakis.

\$75,000 Throughout the Year in Weekly “Man Grants” Help Men Define What They Want to Be

Realizing the dream isn't necessarily about money – sometimes it's about getting hold of the right tools or expertise. That's where Dockers® Man Grants enter the picture.

Community members at the Win a Man [Grant](#) Facebook tab can submit a plan every week from February 1 through November 24. That's a total of 43 winners through 2011. Those who enter plans need only sign up once, and they're eligible all year. To participate, entrants just need to respond to the Man Grant post each Monday on the Dockers® wall.

Each weekly winner will receive tools, products, services or cash valued up to \$2,000, depending on the resources he needs to put his plan in motion – it could be a software bundle, consultation with an expert in his respective field, gear, or money. Each Man Grant winner receives a free pair of Dockers® with his prize, and every entrant will get a sharable coupon for 30% off Dockers® pants.

Best Wake-up Call Ever

Getting the word out about Dockers® Wear the Pants™ Project contest involves a fully integrated campaign throughout 2011, using traditional, digital and social media channels to give as many men as possible the chance to get busy doing what they love.

Wear the Pants™

The Dockers® brand's “Wear the [Pants](#)™” global ad campaign celebrates the reemergence of the khaki as *the* go-to versatile pant in a man's wardrobe. The tongue in cheek campaign encourages men to, once again, *Wear the Pants*™.

Dockers® has designed an updated and decidedly masculine collection of [khakis](#). The line is straightforward and streamlined, aimed at emancipating [men](#) from the cubicle khaki, giving them a stylish, grown-up alternative to [jeans](#).

While the focus of the Wear the Pants™ campaign has been on the Dockers® brand for men, the Wear the Pants™ Project \$100,000 contest and the weekly Man Grants contests are open to both men and women who want to finally do that thing they love; all entrants must be 21 years of age and live in the United States.

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Dockers® continues to offer its khakis range for women, along with women's and men's tops and other essentials that complement khakis.

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About the Dockers® Brand

The Dockers® Brand has embodied the spirit of khaki for more than 25 years. Since their introduction in 1986, Dockers® has been perfecting khakis—and the essential goods to go with them—for men and women all over the world. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. Wearing the pants has never looked so good. For information on Dockers® and its products, please call 1-800-DOCKERS or visit www.Dockers.com.