

LEVI STRAUSS & CO.



GOODWILL

LEVI STRAUSS & CO. & SAN FRANCISCO 49ERS TEAM UP WITH GOODWILL TO TURN JEANS INTO JOBS
Bay Area Donations to Create 'Field of Jeans™' Demonstrating Impact of Giving Back

SAN FRANCISCO (October 21, 2014) – With a call to action that is uniquely their own, Levi Strauss & Co. (LS&Co.) and the San Francisco 49ers are asking Bay Area fans to join them in a Field of Jeans™ donation drive in the lead up to the 49ers game on Sunday, Nov. 2. All denim collected from the drive will be used to create a one-of-a-kind Field of Jeans™ at Levi's® Stadium showcasing the thousands of jeans that will be [kept out of landfill and re-sold through Goodwill](#) to fund job training programs for the Bay Area community.

In the past year alone, donations to Goodwill of [San Francisco, San Mateo, Marin](#) and [Silicon Valley](#) have helped more than 1,000 people find jobs and diverted more than 42 million pounds from local landfills. Proceeds from the sale of all clothing donated as part of the Field of Jeans™ drive will be used to fund programs that help local job seekers rebuild their resumes, re-learn work habits, and connect with local employers.

"We're proud to partner with Goodwill and the San Francisco 49ers to create an opportunity for our fans to advance three important causes," said Chip Bergh, president and chief executive officer of Levi Strauss & Co. "We're encouraging fans to donate their used jeans and clothing in a way that promotes reuse and recycling, creates jobs in our local community, and helps keep clothing out of landfills."

All donated jeans and other clothing will be collected by Goodwill on Nov. 2 at Levi's® Stadium's Intel Gate A, SAP Tower Gate B, Dignity Health Plaza Gate C, and Toyota Gate F. Fans who bring jeans to the game will be rewarded for giving back with a discount coupon for Levi's® product, redeemable on Levi.com or at any Levi's® retail store through 3/31/15. Donations can also be made leading up to Nov. 2 at [any Goodwill location in San Francisco, San Mateo, Marin or Santa Clara County](#), and at [Gallery 85](#), the art gallery of 49ers tight end and Levi's® brand ambassador, Vernon Davis.

"Sustainability and community involvement are woven into the fabric of the 49ers organization, making the Levi's Field of Jeans clothing drive yet another demonstration of the perfect fit between our brands," said San Francisco 49ers CEO Jed York. "With the help of Levi's and Goodwill, we're excited to give fans the opportunity to join us in giving back and contributing to our Bay Area community."

The Field of Jeans™ drive builds on the strong partnership LS&Co. has had with Goodwill since the company began donating all product samples and proceeds from sample sales to Goodwill throughout the United States, totaling approximately \$2.5 million per year. The partnership allows LS&Co. to sustainably redirect thousands of product samples while generating hundreds of thousands in donations to Goodwill to fund job training programs.

“For almost 100 years, Goodwill has turned clothing donations into jobs offering a pathway out of poverty for local people in need,” said Maureen Sedonaen, President and CEO of Goodwill of San Francisco, San Mateo, and Marin. “We’re delighted to join forces with long-time community partner Levi Strauss & Co., the 49ers, and Goodwill of Silicon Valley to give fans a simple way to win one for the Niners and local jobs.”

Read more about Levi Strauss & Co.’s Field of Jeans™ at www.levisstadium.com/fieldofjeans.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world’s largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi’s®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 2,600 retail stores and shop-in-shops. Levi Strauss & Co.’s reported fiscal 2013 net revenues were \$4.7 billion. For more information, go to <http://levistrauss.com>.

About the San Francisco 49ers

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has six conference championships and 19 divisional championships and was the first major league professional sports team to be based in San Francisco over 60 years ago. Please visit www.49ers.com and follow the 49ers on Facebook and Twitter @49ers.

About Goodwill Industries International

Goodwill Industries International is a network of 165 community-based agencies in the United States and Canada with a presence in 14 other countries. Goodwill agencies are innovative and sustainable social enterprises that fund job training programs, employment placement services and other community-based programs by selling donated clothing and household items in more than 3,000 stores and online at shopgoodwill.com®. Goodwill also builds revenue and creates jobs by contracting with businesses and government agencies to provide a wide range of commercial services, including packaging and assembly, food service preparation, and document imaging and shredding. In 2013, more than 9.8 million people in the United States and Canada benefited from Goodwill’s career services. Goodwill channels 83 percent of its revenues directly into its programs and services.

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