
LEVI STRAUSS & CO.

Investor Contact: Aida Orphan
Levi Strauss & Co.
(415) 501-6194
Investor-relations@levi.com

Media Contact: Elizabeth Owen
Levi Strauss & Co.
(415) 501-7777
newsmediarequests@levi.com

Levi Strauss & Co. Unveils Plans for 25 New Murals Across San Francisco

“These City Walls” was launched today in honor of LS&Co.’s 25th Annual Community Day, building on the company’s longstanding commitment to give back to its hometown

San Francisco, CA (May 8, 2025) – Levi Strauss & Co. (LS&Co.) today unveiled “These City Walls,” an initiative to commission 25 new murals across San Francisco in honor of the 25th anniversary of the company’s Community Day. This project is part of the company’s ongoing effort to support revitalization in the city by making grants to local organizations, mobilizing employees for volunteering, and partnering with like-minded companies and non-profits. In addition to kicking off the mural project, as part of the 25-year tradition, nearly 600 San Francisco-based LS&Co. employees are volunteering with 20 different nonprofits across the city on May 8, and the company is distributing more than \$150,000 in grants to those organizations.

LS&Co. is launching “These City Walls” in partnership with [1AM Projects](#) and local artists to bring 25 vibrant murals to neighborhoods across San Francisco over the next year, transforming blank and blighted areas into living works of art that reflect the rich resiliency, diversity, and culture of the city. In the upcoming months, these new murals will be created in collaboration with local artists, nonprofit organizations, Community Benefit Districts (CBDs), small businesses, and community members to celebrate and transform San Francisco neighborhoods. Artists will work closely with the communities before they begin painting, integrating residents’ ideas into their efforts to beautify neighborhoods.

The first 10 murals will be located in the Financial District, Union Square, Tenderloin, SOMA, East Cut, Potrero Hill, and Japantown, starting with a project that involves refurbishing “West Coastin,” a mural originally painted in 2011 in Potrero Hill. This well-known mural, which captures the spirit of California and the Bay Area, will stand 85 feet wide by 25 feet tall and be visible to roughly 150,000 drivers on the 280 freeway every day, along with residents of Potrero Hill and the Dogpatch.

These murals are an extension of LS&Co.’s longstanding commitment to the town in which it was founded in 1853. In 2023, LS&Co. doubled down on its support for its hometown through philanthropy and volunteerism. Over the past two years, LS&Co. has provided more than \$1.2 million to nonprofits and organizations supporting the city’s arts, culture, and revitalization, and its employees have volunteered nearly 4,700 hours. In 2024, LS&Co. also worked with Gap Inc., JPMorgan Chase & Co., Visa Inc., and Wells Fargo and Co. to launch the [Downtown Volunteer Coalition](#) with the goal of revitalizing downtown through employee volunteerism.

“San Francisco is woven into the very fabric of Levi Strauss & Co. – from our first jeans, which were made to handle the wear and tear of the Gold Rush, to the products we sell around the world today, which still proudly bear the city’s name,” said Michelle Gass, President and CEO of LS&Co. “For over 170 years, San Francisco has inspired our creativity, our values, and our commitment to make a difference. We’re going to do our part to ensure the city’s future is as bold and bright as its past – and these murals are just one step in that larger effort.”

"San Francisco’s comeback is accelerated when our largest companies invest in our city," said Mayor Daniel Lurie. "I'm excited that Levi Strauss & Co. will commission 25 new murals and bring vibrant public art to neighborhoods across San Francisco. New murals designed by local artists will beautify our neighborhoods while making our communities more welcoming for residents and visitors."

“Born and raised in San Francisco, this city runs deep in my blood. That passion led me to put down roots and launch 1AM Projects, a mural organization born during the crash of 2008. I know what it means to rise from ruin. Since then, I’ve seen murals turn walls into voices and neighborhoods into galleries of hope” said Daniel Pan, co-founder of 1am Projects. “Now, as San Francisco enters a new chapter, I’m here — brush in hand, city in heart — helping tell its comeback story through bold public art like "These City Walls" with Levis Strauss & Co. There’s nowhere else I’d rather be.”

Since the first Community Day 25 years ago, LS&Co. has granted more than \$5 million to the more than 1,600 projects that employees have volunteered at around the world on Community Day alone. This year, LS&Co. employees in more than 50 locations across the globe will mark the anniversary by volunteering with local nonprofit partners. Paired with the projects and new murals in San Francisco, more than \$500,000 will be granted to global nonprofits in recognition of the day. LS&Co. also encourages employees to [give back to their communities and support local organizations year-round](#) through paid time off for volunteering (up to 5 hours per month) and a charitable donation match program (matching individual donations up to \$2,000 per year).

About Levi Strauss & Co.

Levi Strauss & Co. (LS&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®, Levi Strauss Signature™, Denizen®, Dockers® and Beyond Yoga® brands. Its products are sold in approximately 120 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,200 retail stores and shop-in-shops. Levi Strauss & Co.'s reported 2024 net revenues were \$6.4 billion. For more information, go to <http://levistrauss.com>, and for financial news and announcements go to <http://investors.levistrauss.com>.

###