



Are You Santa? Lands' End Offers Chance To Be Santa For a Day

November 17, 2017

Chance to Win \$10,000, a \$5,000 Donation to Charity of Choice, Sacks of Presents and Lands' End Gift Cards

DODGEVILLE, Wis., Nov. 17, 2017 /PRNewswire/ -- The holiday season is here and Lands' End will once again embrace the spirit of giving through the **Santa for a Day** campaign. The generous giving initiative will award sacks of presents and an abundance of gift cards as well as offer incredible product promotions and the chance to personally win \$10,000 through the Santa for a Day sweepstakes.

"Santa has always represented the true spirit of giving and through the **Santa for a Day** campaign we are able to extend that magic and give others the chance to be as generous as our old friend from the North Pole this holiday season," said Matt Trainor, SVP of Brand Creative at Lands' End. "Whether it's through incredible personalized gifts and unique promotions, an engaging social initiative or events in local markets where the search is on for 'Santas,' we are on a mission to celebrate the spirit of giving this season and continue to be 'Holiday Makers'."

Santa Goes Social: #santaforaday

Aspiring gift givers can participate daily in the #santaforaday social campaign from November 28 – December 17 on Twitter. Each day a unique Santa interview question will be asked at @LandsEnd; participants can answer using #santaforaday and #LandsEndHoliday to be entered for a chance to win a \$100Lands' End gift card. Winners will be selected at random. The gift card prizes are an effort to help aspiring Santas fulfill gift lists this holiday season.

Santa for a Day in Minneapolis and Chicago Area

Lands' End will spread holiday cheer in Minneapolis and the Chicago area by offering the chance to be **Santa for a Day**. Event attendees in each city will be invited to call the Santa Hotline in an iconic red phone booth and speak with Santa for a chance to be selected as a **Santa for a Day**. Selected "Santas" from each city will each receive a sack of presents and have the chance to share in the spirit of giving.

Win and Give Santa for a Day Sweepstakes

Lands' End is also offering one lucky winner the chance to truly be **Santa for a Day** through a holiday sweepstakes. Now through December 17, 2017, everyone can enter for a chance to win \$10,000 in cash, as well as \$5,000 for a charity of choice (to be approved by Lands' End). To enter daily, fill out the form at landsend.com/santaforaday.

Santa For A Day Instant Win

From now until Dec. 17, 2017, shoppers can also play the Lands' End Santa for a Day Instant Win Game Sweepstakes for a chance to win a \$1,000Lands' End gift card each week. For more information or to enter visit landsend.com/santaforaday.

About Lands' End, Inc.

Lands' End, Inc. (Nasdaq: LE) is a leading multi-channel retailer of 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 Stores. We are a trusted 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.

URLs: www.landsend.com/santaforaday
www.landsend.com/newsroom



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