

## Lands' End Celebrates Moms Through The #DearMom Mother's Day Campaign

### Moms Reveal Motherhood is their Proudest Accomplishment & They Cherish Mother's Day Gifts

DODGEVILLE, Wis., April 24, 2017 /PRNewswire/ -- According to a recent survey of moms conducted on behalf of Lands' End, an overwhelming **nine out of ten (89 percent)** agree being a mom is one of the hardest jobs they've ever had, however, **89 percent** would do it all over again. Additionally, more than **85 percent** agreed motherhood is their proudest accomplishment. For that reason, it's time to put some thought into making Mother's Day special for all the wonderful moms who make the world a better place.

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Try watching this video on [www.youtube.com](http://www.youtube.com), or enable JavaScript if it is disabled in your browser.



"This Mother's Day we celebrate all of the women who are important in our lives - the amazing mothers, grandmothers, sisters and aunts," said Becky Gebhardt, EVP, Chief Marketing Officer, Lands' End. "Lands' End created #DearMom to provide the opportunity for all of us to show our appreciation by sharing messages, photos and videos as well as giving back in a big way."

#### MOTHER'S DAY GIFTS THAT GIVE BACK

This Mother's Day, give mom a personalized gift that gives back to the Breast Cancer Research Foundation (BCRF). From now through May 14, 2017, add a select Mother's Day or Pink Ribbon Embroidery to a Lands' End item from totes to towels and the company will donate \$4.50 of the \$6.00 embroidery fee to BCRF to further support the organization's mission to be the end of breast cancer by advancing the world's most promising research. Find gift suggestions at [www.landsend.com/dearmom](http://www.landsend.com/dearmom).

#### WIN A TRIP WITH MOM

The #DearMom survey found **86 percent** of moms would like to spend more quality time with their children. As a result, Lands' End is offering one lucky winner the chance to win a trip with Mom through the #DearMom sweepstakes. From now through May 10, 2017, everyone can enter daily for a chance to win a four-day trip for two to one of America's favorite destination's, Hilton Head Island. This "mom and me" trip includes a stay at the Westin Hilton Head Island Resort & Spa, luxurious spa treatments at the Westin Heavenly Spa, and three days of private poolside cabana access. To enter daily, fill out the form at [landsend.com/dearmom](http://landsend.com/dearmom).

#### SHOW MOM SHE'S LOVED ON SOCIAL MEDIA

From now until May 10, the socially savvy can follow daily prompts to share a Mother's Day message, motherhood moments, photos or videos on Instagram and/or Twitter using #DearMom, #sweepstakes and #mylandsend for a daily chance to win a \$100 Lands' End gift card. Winners will be chosen at random and participants are encouraged to enter daily, because Mom can never hear enough how much she's adored.

In fact, Lands' End interviewed some top-notch moms to hear firsthand why Mother's Day is so special, while sharing their

proudest moments and the challenging ones, along with tips and advice to enjoy the journey of motherhood. View the video at [landsend.com/dearmom](https://landsend.com/dearmom).

## ADDITIONAL #DEARMOM SURVEY FINDINGS

- | **Cherish the Memories** — **Nine out of ten (90 percent)** save gifts their children have given them over the years and **93 percent** keep cards and handwritten notes.
- | **Daily Doses of Love** — **More than half (56 percent)** of moms surveyed stated their kids tell them daily they are loved, followed by weekly (24 percent) and monthly (8 percent).
- | **Breakfast in Bed** — **55 percent** of moms said breakfast in bed makes them feel special on Mother's Day morning.
- | **Underappreciated** — **More than one third** (35 percent) of moms surveyed stated that their kids do not tell them they are appreciated enough.
- | **Make Mom Feel Special** — **95 percent** of moms surveyed stated crafts their kids create for Mother's Day make them feel special.
- | **Kids Make It Special** — Almost **eight out of ten** (81 percent) of moms responded saying their kids make Mother's Day extra special for them.
- | **Mom and Me Getaway** — Moms would love to take a special getaway with their children (**85 percent**).

## 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](https://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 classic 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.

## About BCRF

The Breast Cancer Research Foundation (BCRF) is dedicated to being the end of breast cancer by advancing the world's most promising research. Founded by Evelyn H. Lauder in 1993, BCRF-funded investigators have been deeply involved in every major breakthrough in breast cancer research. BCRF is the highest-rated breast cancer organization in the U.S., holding both an "A+" from CharityWatch as well as the top four-star rating from Charity Navigator.

*Methodology: The Lands' End #DearMom Survey was conducted by SurveyMonkey between March 14-17, 2017 and included a sample size of 504 female adults ages 18+ with at least one child.*



# LANDS' END

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