

# LANDS'END

October 17, 2016

## Give The Gift Of Literacy This Holiday Season With Lands' End

### 20% of sales of Lands' End items through Nov. 30 will go to Reach Out and Read

DODGEVILLE, Wis., Oct. 17, 2016 /PRNewswire/ -- Learning "one, two, three's" and "A, B, C's" is essential. Unfortunately, too many children start school without the basic skills necessary to start to learn. As part of Lands' End's commitment to education, the company will donate 20 percent of the net purchase price of Lands' End items to Reach Out and Read to encourage early literacy and reading preparedness. Beginning now through Nov. 30, customers simply enter a promotional code and PIN to designate the donation.

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"When we help children become literate and engaged in reading, we not only do the right thing, we also build a brighter future for everyone," says Becky Gebhardt, chief marketing officer, Lands' End. "Reach Out and Read has a proven, successful model to give children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. With education being an important component of Lands' End's community outreach, we're pleased to partner with Reach Out and Read."

"One of the best ways to prepare a child for success in school is to encourage families to read aloud and engage with their young children in the first years of life," says Brian Gallagher, CEO of Reach Out and Read. "We are thrilled with this new partnership with Lands' End, which will support the work of Reach Out and Read doctors with parents and their children in the earliest years of life."

### Critical Early Reading Skills

The Reach Out and Read evidence-based program builds on the unique relationship between parents and medical providers to develop critical early reading skills in children, beginning in infancy. As recommended by the American Academy of Pediatrics, Reach Out and Read incorporates early literacy into pediatric practice, equipping parents with tools and knowledge to ensure that their children are prepared to learn when they start school.

Reach Out and Read serves more than 4.5 million children and their families annually. During the preschool years, children served by Reach Out and Read score three to six months ahead of their non-Reach Out and Read peers on vocabulary tests. These early foundational language skills help start children on a path of success when they enter school.

### How to Help

After placing their order, customers can enter promo code READ20 and PIN 1725. Twenty percent of the net purchase price will be sent directly to Reach Out and Read. Lands' End guarantees a minimum donation of \$5,000 and up to \$20,000. To support this initiative, customers can opt to use the designated Reach Out and Read promo code above in lieu of using a promotional merchandise discount code. For more information visit [landsend.com/reachoutandread](http://landsend.com/reachoutandread).

### About Reach Out and Read

Reach Out and Read is an evidence-based, national nonprofit organization that gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. At each of 10 routine pediatric checkups from birth through age 5, Reach Out and Read-trained doctors and nurses talk with parents about how important it is to read aloud and engage with their young children, and then give a new book to the child to take home and keep. In 2014, the American Academy of Pediatrics issued a landmark policy statement promoting literacy as "an essential component of pediatric primary care" for all children. The policy references Reach Out and Read as an effective intervention to engage parents and prepare children to achieve their potential in school and beyond.

### 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](http://www.landsend.com), [www.canvasbylandsend.com](http://www.canvasbylandsend.com), and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears® and standalone Lands' End

Inlet® 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.

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