



Hanes Launches 2018 National Sock Drive to Help the Homeless

November 19, 2018

America's No. 1 basic apparel brand enters ninth year of bringing comfort to those living homeless by supporting agencies fighting homelessness in every state, expanding program beyond the holiday season and launching online giving initiative

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Nov. 19, 2018-- Simple things can bring great comfort to those living without shelter.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181119005458/en/>

That is why America's No. 1 basic apparel, underwear and sock brand is donating 225,000 pairs of socks to organizations fighting homelessness across the United States in its ninth year of sponsoring the [Hanes National Sock Drive](#). Hanes is continuing to partner with national agencies, including [The Salvation Army](#), [Invisible People](#) and [Covenant House](#), while increasing the local impact of the program by engaging directly with at least one agency in every state to distribute the apparel. Since the program's inception in 2009, *Hanes* has provided more than 2.5 million pairs of socks – the most requested item by relief agencies – to help the homeless.

"Most of us take basic apparel for granted, but we know a clean pair of socks can mean a lot to those experiencing homelessness," said Sidney Falken, chief branding officer, HanesBrands. "Although we can't solve this chronic issue facing our country, we are committed to bringing a little comfort to those who need it most."

The brand also announced that the National Sock Drive program will expand beyond the holiday season to a yearlong effort. In addition to conducting outreach events throughout the year, *Hanes* has introduced the ability for individuals to participate in the program. Visit www.hanes.com/donate to purchase socks (\$1), women's underwear (\$1), men's underwear (\$1.50) and bras (\$6) that will be distributed in needed styles and sizes by The Salvation Army. On www.hanes.com/sockdrive, visitors can also learn more about homelessness and get information about the organizations participating in the sock drive.

Among those agencies are Covenant House, [Family Promise of Coastal Alabama](#) and [HOPE Services Hawaii](#).

"We're so grateful that *Hanes* has again chosen our young people at Covenant House as the recipients of their amazing generosity through the brand's National Sock Drive," said Kevin Ryan, president and CEO of the New York-based national agency serving homeless and at-risk youth. "The young people overcoming homelessness at Covenant House are good, brave, resilient, hard-working kids. What many of them have not had in their lives is someone who cares. With this drive, our friends at *Hanes* are delivering much-needed financial assistance to Covenant House by supplying practical clothing for our kids. Just as important, the brand is sending a message to our kids that they are not alone, that there are people who care. When our kids hear that message, there is nothing they cannot achieve."

Family Promise of Coastal Alabama, located in Mobile, provides temporary shelter and related services and support to families as they work to achieve and sustain independence.

"Families at FPCA work hard to make home a reality again," said Diane J. McCaskey, executive director. "As they struggle to get back on their feet, many remain unable to afford a simple pair of socks. And while we know that socks can help keep people healthy and moving forward, our agency never has enough of them. That is why we are so grateful to be a recipient of the Hanes National Sock Drive."

Hilo-based HOPE Services Hawaii offers housing-focused programs and services to families and individuals experiencing homelessness, while supporting their success toward permanent housing and self-sufficiency.

"We're excited to partner with *Hanes*, and appreciate the brand's commitment to helping us serve our homeless community," said Kristen Alice, director of community relations.

Local organizations distributing *Hanes* socks include:

Alabama (Mobile)	Family Promise of Coastal Alabama
Alaska (Anchorage)	Brother Francis Shelter
Arkansas (Fayetteville)	7 Hills Center
Arizona (Phoenix)	Phoenix Rescue Mission
California (Bell)	The Salvation Army
California (Hollywood)	Covenant House
California (Los Angeles)	Los Angeles Mission
	Street Symphony
California (Oakland)	Covenant House
California (San Diego)	Father Joe's Village
Colorado (Denver)	Colorado Coalition for the Homeless
Connecticut (Waterbury)	St. Vincent DePaul
Delaware (Wilmington)	The Salvation Army

	Miriam's Kitchen
District of Columbia	Covenant House
Florida (Fort Lauderdale)	Covenant House
Florida (Tampa)	The Salvation Army
	Covenant House
Georgia (Atlanta)	Nicholas House
Hawaii (Hilo)	HOPE Services Hawaii
Idaho (Boise)	Interfaith Sanctuary Shelter
Illinois (Chicago)	Covenant House
	The Night Ministry
	The Salvation Army
Indiana (Indianapolis)	Wheeler Mission
Iowa (Iowa City)	Shelter House
Kansas (Topeka)	Topeka Rescue Mission
Kentucky (Bowling Green)	HOTEL INC
Louisiana (New Orleans)	Covenant House
	UNITY of Greater New Orleans
Maine (Bangor)	Bangor Area Homeless Shelter
Maryland (Baltimore)	Baltimore Station
Massachusetts (Boston)	Pine Street Inn
Michigan (Detroit)	Covenant House
Minnesota (Minneapolis)	St. Stephen's Street Outreach
Mississippi (Vicksburg)	Warren County Children's Shelter
Missouri (St. Louis)	Students-in-Transition (St. Louis School Board)
Montana (Billings)	Montana Rescue Mission
Nebraska (Omaha)	Siena/Francis House
Nevada (Las Vegas)	Caridad
New Hampshire (Plymouth)	Bridge House Homeless Shelter and Veterans' Support
New Jersey (Newark)	Covenant House
New Mexico (Albuquerque)	Joy Junction
New York (New York)	Covenant House
North Carolina (Charlotte)	Men's Shelter of Charlotte
North Carolina (Winston-Salem)	The Salvation Army
	Samaritan Ministries
North Dakota (Bismarck)	Ministry on the Margins
Ohio (Cincinnati)	Shelter House
Ohio (Cleveland)	The City Mission Men's Crisis Center
Oklahoma (Oklahoma City)	City Rescue Mission
Oregon (Portland)	Central City Concern
Pennsylvania (Philadelphia)	Covenant House
Pennsylvania (Wilkes-Barre)	The Salvation Army
Rhode Island (Providence)	Crossroads Rhode Island
South Carolina (Columbia)	Transitions
South Dakota (Sioux Falls)	Bishop Dudley Hospitality House
Tennessee (Nashville)	Open Table
Texas (Austin)	Mobile Loaves and Fishes
Texas (Dallas)	The Stewpot
Texas (Houston)	Covenant House
Utah (Salt Lake City)	The Road House
Vermont (Burlington)	Committee On Temporary Shelter
Virginia (Richmond)	The Salvation Army
Washington (Seattle)	Seattle Homeless Outreach
West Virginia (Charleston)	Union Mission
Wisconsin (Milwaukee)	The Guest House
Wyoming (Casper)	Wyoming Rescue Mission

The Hanes National Sock Drive is part of [Hanes for Good](#), the corporate responsibility program of *Hanes*' parent company, HanesBrands (NYSE:HBI).

Hanes

Hanes, America's No. 1 apparel brand, is a leading brand of intimate apparel, underwear, sleepwear, socks and casual apparel. *Hanes* products can be found at leading retailers nationwide and online direct to consumers at www.Hanes.com.

HanesBrands

HanesBrands is a socially responsible leading marketer of everyday basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia-Pacific. The company markets T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Maidenform*, *DIM*, *Bali*, *Playtex*, *Bonds*, *JMS/Just My Size*, *Nur Die/Nur Der*, *L'eggs*, *Lovable*, *Wonderbra*, *Berlei*, *Alternative*, *Gear for Sports*, and *Bras N Things*. More information about the company and its award-winning corporate social responsibility initiatives can be found at www.Hanes.com/corporate. Visit our newsroom at <https://newsroom.hanesbrands.com/>. Connect with HanesBrands via social media on Twitter ([@HanesBrands](https://twitter.com/HanesBrands)) and Facebook (www.facebook.com/hanesbrandsinc).

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