



Hanes' National Sock Drive Marks Eighth Year, Celebrates #GivingTuesday by Donating 225,000 Pairs of Socks to Help the Homeless

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To spotlight the true nature of the issue in America, Hanes partners with nonprofit group Invisible People to share "Day in the Life" videos of three individuals experiencing homelessness – a single mother, widower with a master's degree and victim of a traumatic brain injury

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Nov. 27, 2017-- In honor of [#GivingTuesday](#) (Nov. 28), Hanes is providing some comfort to those without the comforts of home during the holiday season.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171127005637/en/>



America's No. 1 apparel label has donated 225,000 pairs of socks and 18,000 pairs of underwear to organizations fighting homelessness across the United States as part of its eighth [national sock drive](#). Since the program began in 2009, the brand has provided more than 2 million pairs of socks to help people experiencing homelessness.

Hanes is partnering with [The Salvation Army](#), [Delivering Good](#), [Covenant House](#) and nearly 30 other community-based relief programs to distribute the apparel to those in need. Socks and underwear continue to be the most requested items from relief agencies who work with the homeless. The initiative is part of [Hanes for Good](#), the corporate responsibility program of Hanes' parent company, HanesBrands (NYSE:HBI).

America's No. 1 apparel label has donated 225,000 pairs of socks to organizations fighting homelessness across the United States as part of its eighth national sock drive. To spotlight the true nature of the issue in America, Hanes also partnered with nonprofit group Invisible People to share "day in the life" stories of three people experiencing homelessness. (Graphic: Business Wire)

"Most of us take new socks and underwear for granted, but we know these items bring great comfort to and make a dramatic difference in the lives of those experiencing homelessness," said Sidney Falken, chief branding officer, HanesBrands. "Access to

something as basic as clean, dry socks can literally save lives within our country's homeless population."

Each year, an estimated 2.5 million to 3.5 million Americans sleep in shelters, transitional housing and public places not meant for human habitation, according to the National Law Center on Homelessness & Poverty. It is reported that 7.4 million people have lost their homes and are living with family or friends due to economic necessity. And 1 million people who are experiencing homelessness have full-time jobs.

To focus attention on the subject as part of the national sock drive, Hanes is collaborating with [Invisible People](#), a nonprofit organization dedicated to changing the story of homelessness in the United States.

"It may be surprising for many to learn that those who are homeless today were much like the rest of us not so long ago," said Mark Horvath, founder of Invisible People. "I never planned to live on the street, and neither does anyone else.

"It is only by getting up close and personal with the veterans, mothers, children, those impacted by job loss and others who have been forced to the streets by a variety of circumstances that we can truly understand the real challenges of homelessness, as well as possible solutions," he added. "And that's why our joint effort to educate the general public about this issue is so incredibly important."

Working together, Hanes and Horvath provided smartphones to three people experiencing homelessness and asked them to document their personal stories during a 24-hour period. [Mary](#), a single mother, award-winning artist and college student; [David](#), a widower with a Master of Fine Arts degree who is pursuing teaching opportunities; and [Manda](#), the victim of a traumatic brain injury who now takes care of others in her tent community; each share a compelling, first-person account of what a "day in the life" of homelessness really entails.

"Humanizing homelessness is a critical first step to begin solving it, and Mary, David and Manda were incredibly brave to share their stories," said Falken, who noted that Hanes and Horvath are currently working to assist the three in hopes of making their lives more comfortable.

Visit www.hanes.com/sockdrive to learn more about those experiencing homelessness, get information about the organizations participating in this year's sock drive and find out how to support homeless-relief initiatives in communities across the country and/or donate directly to Covenant House or Invisible People.

Organizations distributing *Hanes* apparel include:

Austin, Texas	Mobile Loaves and Fishes
Atlanta	The Salvation Army
Boston	Pine Street Inn
Charlotte, North Carolina	Men's Shelter of Charlotte
Chicago	The Night Ministry
	The Salvation Army
Cincinnati	Shelter House
Cleveland	The City Mission
Washington, D.C.	Miriam's Kitchen
Dallas	The Stewpot
Denver	Urban Peak
Detroit	NSO Tumaini Center
Fayetteville, Arkansas	The Salvation Army
Houston, Texas	Covenant House
Kent, Washington	The Salvation Army
Las Vegas	Caridad
Los Angeles	Los Angeles Mission
Louisville, Kentucky	National Safe Place Network
Milwaukee	The Guest House
Minneapolis	St. Stephen's Street Outreach
Nashville	Open Table
New Orleans	UNITY
New York	Covenant House
Orlando, Florida	Covenant House
Philadelphia	Project HOME
Phoenix	UNOM Family Shelter
Portland, Oregon	Central City Concern
Salt Lake City	The Salvation Army
San Diego	Father Joe's Village
San Juan, Puerto Rico	The Salvation Army
San Francisco	The Salvation Army
Seattle	WeCount
St. Louis	St. Louis School Board
Tampa, Florida	Metropolitan Ministries
Winston-Salem, North Carolina	Bethesda Center
	Salvation Army
	Samaritan Ministries
	Winston-Salem Rescue Mission

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, based in Winston-Salem, N.C., is a socially responsible leading marketer of everyday basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia-Pacific 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, and Gear for Sports. The company sells T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear produced in the company's low-cost global supply chain. Connect with HanesBrands via social media on Facebook (www.facebook.com/hanesbrandsinc) and Twitter ([@HanesBrands](https://twitter.com/HanesBrands)).

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Source: Hanes

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