

# HANES Brands Inc

## HanesBrands Partners With Free The Girls to Support Women Rescued From Human Trafficking

July 25, 2019

*More than 200 of the company's retail outlets are collecting new and gently used bras to assist the nonprofit in helping women in Mozambique, El Salvador and Costa Rica become entrepreneurs in the secondhand apparel market*

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Jul. 25, 2019-- HanesBrands, a socially responsible global marketer of everyday basic apparel, has joined forces with the nonprofit group Free The Girls to help women rescued from human trafficking re-establish their lives.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190725005494/en/>



The company's more than 200 retail stores in the United States and Puerto Rico, which operate under the HaneBrands, Hanes, Maidenform and L'eggs-Hanes-Bali-Playtex nameplates, are accepting new and gently used bras to be donated to Free The Girls. Prominently placed collection boxes make it easy for store patrons to drop off bra donations from home or leave a bra behind when purchasing a new one. Donated bras are used by Free The Girls to help human trafficking survivors in Mozambique, El Salvador and Costa Rica establish secondhand apparel resale businesses to earn sustainable incomes.

"Partnering with Free The Girls is a natural fit for HanesBrands, a company known for producing a wide array of apparel designed to empower women," said Missy Sage, the company's vice president of retail store operations. "We are pleased to put the power of our retail operations behind this visionary organization to raise awareness of this important issue and provide an opportunity for the millions of people who visit our stores each year to take part in addressing the needs of survivors."

Stores are already reporting a very positive reaction to the partnership, Sage notes. A

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consumer shopping in a Locust Grove, Georgia, HanesBrands store was so inspired by the program that she returned the next day with 50 bras she had collected for donation.

"We are so grateful HanesBrands chose to make a tangible difference in the lives of human trafficking survivors by partnering with Free The Girls," said Courtney Skiera-Vaughn, executive director of the nonprofit. "For nearly a decade, we have been working to help previously exploited women lead vibrant and successful lives – and we rely on influential brands and compassionate individuals to help make this vision a reality."

Free The Girls provides survivors with initial bra inventories at no cost, along with free financial planning, budgeting, inventory management and other critical support services to assist the women as they start their businesses. The organization also provides and low-cost inventory replenishment once businesses are up and running.

"Why bras is typically everyone's first question and the answer is very simple," Skiera-Vaughn noted. "In many developing nations, bras are sought-after apparel that command top dollar. By selling bras, a survivor is transformed into an entrepreneur, which provides a sense of direction and the economic freedom to support herself and her family."

Participants in the Free The Girls program have used proceeds from their businesses to buy land, house their families, attend universities and expand their businesses – or start new ones. Skiera-Vaughn also reports that 100% of the women in the program have enrolled their children in school.

HanesBrands' partnership with Free The Girls is part of the company's award-winning [Hanes for Good](#) corporate social responsibility commitment that focuses on workplace quality, environmental stewardship, philanthropy and community building.

For more information on Hanes' CSR initiatives, visit [www.hanesforgood.com](http://www.hanesforgood.com). Log on to [www.freethegirls.org](http://www.freethegirls.org) to learn more about the organization's programs.

## Free The Girls

Free The Girls® is a 501(c)(3) non-profit organization was founded in 2010 to help women rescued from human trafficking reintegrate into their communities. The organization provides opportunities for survivors to make a safe and sustainable income selling donated bras in the second-hand apparel market and offers needed support services to help these women achieve their dreams. Learn more at [www.freethegirls.org](http://www.freethegirls.org) or connect on social media: Facebook ([www.facebook.com/freethegirls](https://www.facebook.com/freethegirls)), Instagram ([@freethegirlsbras](https://www.instagram.com/freethegirlsbras)) or Twitter ([@freethegirls](https://twitter.com/freethegirls)).

## 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*, *Bonds*, *Maidenform*, *DIM*, *Bali*, *Playtex*, *Bras NThings*, *Nur Die/Nur Der*, *Alternative*, *L'eggs*, *JMS/Just My Size*, *Lovable*, *Wonderbra*, *Berlei*, and *Gear for Sports*. More information about the company and its award-winning corporate social responsibility initiatives may be found at [www.Hanes.com/corporate](http://www.Hanes.com/corporate). Visit our newsroom at <https://newsroom.hanesbrands.com/>. Connect with the company via social media: Twitter ([@hanesbrands](https://twitter.com/hanesbrands)), Facebook ([www.facebook.com/hanesbrandsinc](https://www.facebook.com/hanesbrandsinc)), Instagram ([@hanesbrands\\_careers](https://www.instagram.com/hanesbrands_careers)), and LinkedIn ([@Hanesbrandsinc](https://www.linkedin.com/company/hanesbrandsinc)).

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