



A Decade of Care: Hanes Launches 10th National Sock Drive to Help the Homeless; Tops 3 Million Donated Pairs

November 22, 2019

America's No. 1 basic apparel brand marks 10 years of bringing comfort to those living without shelter by donating more than 250,000 pairs of socks to agencies fighting homelessness in all 50 states

Hanes will also donate a pair of socks for every order placed in December on the brand's e-commerce site, [Hanes.com](https://www.hanes.com)

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Nov. 22, 2019-- Small gifts often have the most meaning.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191122005286/en/>



America's No. 1 basic apparel brand is marking 10 years of the Hanes National Sock Drive and its partnership with Invisible People and its founder, Mark Horvath, bringing comfort to those who need it most and raising awareness about homelessness. (Photo: Business Wire)

For the millions of people living homeless, a clean pair of socks is often described as "the gift of humanity." Hanes, America's No. 1 basic apparel, underwear and sock brand, is partnering with organizations fighting homelessness nationwide to deliver comfort to those who need it most through the [Hanes National Sock Drive](#). The brand is marking 10 years of helping provide care and compassion during this year's drive by:

- Donating more than 250,000 pairs of socks directly to [organizations fighting homelessness](#) in all 50 states, along with Washington, D.C., and Puerto Rico. Since the program's inception in 2009, Hanes has provided more than 3 million pairs of socks – one of the most requested items by relief agencies – to help the homeless.
 - Giving an additional pair of socks for every order of any apparel placed in December on [Hanes.com](#). Socks will be provided to local homeless shelters.
- Partnering with Rainier Fruit Company for its second "[Pears for Pairs](#)" campaign, which is currently running in United Supermarkets, Harris Teeter, Wegmans, and Lunds & Byerlys stores. From late September through January, Rainier is donating a portion of the proceeds from bulk and bagged pear sales to the Hanes National Sock Drive. In 2018, the Pears for Pairs campaign resulted in 20,000 pairs of socks being donated to five nonprofits.
 - Offering consumers the opportunity to participate directly in the program by visiting www.hanes.com/donate to gift socks (\$1), women's underwear (\$1), men's underwear (\$1.50) and bras (\$6) that will be distributed in needed styles and sizes.
 - Continuing its 10-year collaboration with Invisible People and its founder, Mark Horvath, to help raise awareness about homelessness. Invisible People uses innovative storytelling, educational resources and advocacy to help change how the public views homelessness and those living homeless in the United States and abroad.

"Most of us take basic apparel for granted, but we know a new, clean pair of socks can mean a lot to those experiencing homelessness," said Sidney Falken, chief branding officer, HanesBrands. "We are committed to bringing a little comfort to those who need it most – and it is incredibly gratifying to have others, including many individuals across the country, join us in this effort."

More than 100 agencies, including The Salvation Army Bell Shelter (Bell, California), [Homeward Bound](#) (Asheville, North Carolina) and [Compassion Outreach Ministries](#) (Columbus, Ohio), have received sock donations from Hanes.

"Small things really do make a big difference to our clients," said Steve Lytle, director of The Salvation Army Bell Shelter. "The smile on a client's face when she received a clean pair of socks for the first time in months was priceless. There was joy in her eyes and it was clear that the socks were the most precious gift she could have received in that moment. Another client said his gift of clean socks was a sign that there are people who care and

that his life did matter.”

Homeward Bound distributes more than 2,000 pairs of socks a month to those living homeless.

“Homelessness is a community problem and it will take everyone’s support to help end the epidemic,” said Ashley Campbell, the agency’s outreach specialist. “Right now, some of your neighbors are living outside, in tents and under bridges, vulnerable to inclement weather and violence, stripped of dignity and our collective respect.

“There are so many ways to help,” Campbell continued. “Educate yourself about homelessness in your community, volunteer at your local agency fighting this issue or simply make a donation that would help a nonprofit save its limited resources.”

Jeffrey Tabor, director of TWO Men’s Ministry House for Compassion Outreach Ministries of Ohio, added that there is no donation too small to be used for good to fulfill a basic human need.

“Imagine the importance of just one pair of socks when you are focused on keeping your feet dry and warm during the cold winter months,” Tabor said. “That’s why we are so thankful for our partnership with Hanes, which has fulfilled an immediate, basic human need for so many people.”

Lytle underscores, however, that sometimes it all boils down to human contact. “Acknowledge people who are experiencing homelessness with a smile or hello,” he said. “By engaging with a person who is experiencing homelessness we are saying ‘I see you and you matter.’”

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

Organizations distributing Hanes socks include:

State	City	Organization
Alabama	Mobile	Family Promise of Coastal Alabama
Alaska	Anchorage	Brother Francis Shelter
Arizona	Phoenix	Phoenix Rescue Mission
Arkansas	Fayetteville	7Hills Center
	Bell	The Salvation Army Bell Shelter
	Hollywood	Covenant House California
		East Los Angeles Women's Center - Hope & H.E.A.R.T Emergency Shelter
		Ktown for All
	Los Angeles	Los Angeles Mission
		Street Symphony
	San Diego	Father Joe's Village
	Santa Clara	Bill Wilson Center
	Watsonville	The Salvation Army
California	Whittier	Whittier Area Interfaith Council
	Denver	Colorado Coalition for the Homeless
	Ansonia	Master's Table Community Meals
	Waterbury	St. Vincent DePaul

Delaware	Dover	The Salvation Army
District of Columbia	Washington, D.C.	Covenant House Washington
		Miriam's Kitchen
	DeLand	God's Bathhouse
	Fort Lauderdale	Covenant House Florida
Florida	Jacksonville Beach Mission House	
	Lakeland	Talbot House Ministries
	Pensacola	Alfred-Washburn Center
		Waterfront Rescue Mission
Georgia	Tampa	The Salvation Army
		Covenant House Georgia
		Crossroads Community Ministries
	Atlanta	Nicholas House
		Zaban Paradies Center
Hawaii	Savannah	Divine Rest Inc.
	Hilo	Hope Services Hawaii Inc.
Idaho	Boise	Interfaith Sanctuary Shelter
		Covenant House Illinois
Illinois	Chicago	Lawndale Christian Health Center
		The Night Ministry
		The Salvation Army
Indiana	Indianapolis	Horizon House
		Wheeler Mission
Iowa	Council Bluffs	MICHA House
	Iowa City	Shelter House
Kansas	Topeka	Topeka Rescue Mission
Kentucky	Louisville	The Salvation Army

Louisiana	New Orleans	UNITY of Greater New Orleans
Maine	Bangor	Bangor Area Homeless Shelter
Maryland	Baltimore	Agape House Inc.
		Baltimore Station
Massachusetts	Boston	Pine Street Inn
Michigan	Detroit	Covenant House Michigan
	Mount Clemens	Turning Point
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 Charity
New Hampshire	Concord	Concord Coalition to End Homelessness
	Plymouth	Bridge House Inc.
	Freehold	Destiny's Bridge
New Jersey	Lawrenceville	HomeFront
	Newark	Covenant House New Jersey
New Mexico	Albuquerque	Joy Junction
	New York	
		Midnight Run
		Syracuse
New York	Asheville	Homeward Bound
	Charlotte	Men's Shelter of Charlotte/Urban Ministry Center
North Carolina	Thomasville	Cooperative Community Ministry
		Bethesda Center
	Winston-Salem	Samaritan Ministries

		The Salvation Army
		Winston-Salem Rescue Mission
North Dakota	Bismarck	Ministry on the Margins
	Minot	YWCA Minot
Ohio	Akron	Community Support Services
	Cincinnati	Shelterhouse
	Cleveland	The City Mission Men's Crisis Center
	Columbus	Compassion Outreach Ministries
Oklahoma	Oklahoma City	City Rescue Mission
Oregon	Lebanon	Family Assistance and Resource Center
	Portland	Central City Concern
	Natrona	The Building Block of Natrona
Pennsylvania		Bethesda Project
	Philadelphia	Covenant House Pennsylvania
		Project HOME
	Pittsburgh	Pittsburgh Mercy's Operation Safety Net
	Pottsville	Schuylkill Women in Crisis
Puerto Rico	Wilkes-Barre	The Salvation Army
	San Juan	The Salvation Army
Rhode Island	Providence	Crossroads Rhode Island
South Carolina	Columbia	Transitions Homeless Center
	Sioux Falls	Bishop Dudley Hospitality House
	Kingsport	Hunger First
Tennessee	Memphis	Urban Bike Food Ministry
	Nashville	Open Table
Texas	Austin	Mobile Loaves and Fishes
	Copperas Cove	Operation Stand Down Central Texas

	Dallas	The Stewpot Dallas
	Farmers Branch	Just Because Inc.
		Covenant House Texas
	Houston	Lord of the Streets
Utah	Salt Lake City	The Road Home
Vermont	Burlington	Committee On Temporary Shelter
	Charlottesville	The Haven
Virginia	Richmond	The Salvation Army
		Seattle Homeless Outreach
Washington	Seattle	The Salvation Army
	Charleston	Union Mission
West Virginia	Parkersburg	The Salvation Army
	Milwaukee	The Guest House of Milwaukee
Wisconsin	Waukesha	Hope Center
Wyoming	Casper	Wyoming 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 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 N Things*, *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. 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), Instagram ([@hanesbrands](https://www.instagram.com/hanesbrands)), and LinkedIn ([@Hanesbrandsinc](https://www.linkedin.com/company/hanesbrandsinc)).

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