

HANES Brands Inc

Champion® Athleticwear Rewards Fans by Letting Them Swap Any Hoodie for a New Champion Hoodie ... For Free

November 14, 2022

In the next chapter of its "[Be Your Own](#)" campaign, Champion's National Hoodie Swap lets fans swap any pre-owned pretender hoodie for the OG on November 19th

WINSTON SALEM, N.C.--(BUSINESS WIRE)--Nov. 14, 2022-- Champion is rewarding fans this weekend with the launch of the inaugural nationwide "Hoodie Swap" on November 19. Fans can "swap" any pre-owned pretender hoodie for a NEW Champion hoodie for FREE at participating Champion stores and outlet locations, just in time for the holiday gifting season.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20221114005608/en/>



As the inventor of the hoodie more than 80 years ago, Champion sets the standard for excellence in all hoodies, defining personal style from the sidelines to the streets.

"The Champion Hoodie Swap rewards our fans, letting everyone trade in any pre-owned pretender hoodie for a free Champion hoodie," said John Shumate, Vice President of Global Marketing, Champion. "It's our way of celebrating Champion's role as a style icon."

The Champion Hoodie Swap is available from 11:00 am to 2:00 pm or while supplies last. Limit one swap per customer.

To keep up the spirit of giving, Champion is donating all swapped hoodies to [Refried Apparel](#), a sustainable lifestyle brand that will turn the hoodie materials into new, unique, handcrafted garments. Champion fans can feel good about doing good, while sporting the only real hoodie that exists today.

On November 19, Champion will reward fans with a National Hoodie Swap that lets them "swap" any pre-owned pretender hoodie for a NEW Champion hoodie for FREE at participating Champion stores and outlet locations. (Graphic: Business Wire)

Champion's first-ever Global Culture

Consultant, Saweetie, will be the first to swap a pre-owned hoodie in her hometown of Los Angeles at the [Champion Heritage Store](#), motivating fans to follow suit on November 19th.

"I've been a fan of Champion since high school when I fell in love with the comfort, style and fit of my first-ever Champion hoodie," said Saweetie. "As a collector of hoodies, there's nothing like the quality of a Reverse Weave. I'm excited to be a part of the brand's Hoodie Swap to help outfit the nation in this iconic staple."

Participating Champion store and Champion outlet Hoodie Swap Locations:

California

[La Brea](#)

[Citadel](#)

[Gilroy](#)

[Livermore](#)

Colorado

[Thornton](#)

Delaware

[Rehoboth Beach Outlet](#)

Florida

[Miami](#)

Louisiana

[Gonzales](#)

Massachusetts

[Newbury](#)

[Wrentham](#)

[Lee](#)

Maine

[Kittery Outlet](#)

Michigan

[Auburn Hills](#)

New York

[Broadway](#)

[Niagara Falls](#)

[Riverhead](#)

[Waterloo](#)

North Carolina

[Nags Head](#)

[Smithfield](#)

[Winston-Salem](#)

Pennsylvania

[Hershey](#)

[Philadelphia](#)

[Orlando](#)
[Sunrise](#)

Illinois
[Wicker Park](#)
[Aurora II](#)
[Rosemont](#)

Indiana
[Michigan City Outlet](#)

Nevada
[Las Vegas](#)
[Las Vegas North](#)
[Las Vegas South](#)

New Hampshire
[Tilton Outlet](#)

New Jersey
[Jackson](#)
[Tinton Falls Outlet](#)

South Carolina
[N Myrtle Beach](#)

Texas
[San Marcos](#)
[Allen](#)

Virginia
[Leesburg](#)

Washington
[Tulalip](#)

To learn more about *Champion* hoodies, please visit [Champion Hoodie HQ](#).

ABOUT CHAMPION® ATHLETICWEAR:

Since 1919, *Champion* has offered a full line of innovative athletic apparel for men and women, including activewear, sweats, tees, sports bras, team uniforms, footwear and accessories. *Champion* uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for consumers and believes that *Champions* are defined by how they carry themselves in sports and beyond. *Champion* apparel can be purchased at department stores, sporting goods, specialty retailers, and at [Champion.com](#). For more information, visit us at [Facebook.com/Champion](#), follow us on Twitter @Championusa or on Instagram @Champion. *Champion* is a brand of HanesBrands (NYSE:HBI).

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