



## HanesBrands Celebrates 15 Years of Hanes for Good, Donating Over 6 Million Essential Apparel Items to Support the Unhoused Community Nationwide

December 3, 2024

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Dec. 3, 2024-- HanesBrands Inc., a global leader in iconic apparel brands and sustainability, is proud to celebrate the 15<sup>th</sup> anniversary of its *Hanes for Good* program. Since 2009, *Hanes for Good* has donated more than 6 million items, including 4 million pairs of socks, to hundreds of partner organizations across all 50 states, Washington D.C. Puerto Rico and Guam.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241203151017/en/>



HanesBrands Inc. marks the 15th anniversary of its Hanes for Good program, which has donated more than 6 million items to hundreds of partner organizations nationwide supporting the unhoused community. This initiative is a key element of HanesBrands' broader sustainability commitment to positively impact 10 million lives by 2030. (Photo: Business Wire)

What began as a response to a critical need for socks, one of the most requested items in homeless shelters, grew into a national initiative to provide comfort and dignity to those experiencing homelessness, including Hanes product donations of many essential items like t-shirts, underwear and sweats, and as of 2024, period underwear. The program is a cornerstone of HanesBrands' broader sustainability commitment to positively impact 10 million people by 2030.

"As we mark 15 years of *Hanes for Good*, we are reminded that small gestures—like a new pair of socks or a fresh t-shirt—can have a big impact," said Kelsey Leetzow, Brand Marketing Manager, Hanes. "Our mission remains the same: to bring a little comfort to those who need it most. Thanks to our partners and the community, we're able to support thousands across the U.S. every year, making a meaningful difference in their lives."

Most recently, *Hanes for Good* delivered more than 20,000 pieces of apparel to areas impacted by the 2024 Hurricanes, Helene and Milton, and donated 9,000 pairs of women's period underwear shipped to 24 partner locations in support of Period Action Day. In 2021, Hanes had a hand (or foot!) in the world's longest sock line, a Guinness Book World Record with their donation of 21,500 socks to a charitable organization in Fresno, CA.

The full list of partner organizations has grown significantly over the last 15 years to include 485 groups, all dedicated to supporting those in need.

"Roof Above is incredibly grateful for its partnership with the *Hanes for Good* program, which has been a meaningful collaboration for eight years," said Randall Hitt, Vice President of Unsheltered Services, Roof Above. "For some people experiencing homelessness, their feet are their only reliable source of transportation. The comfort of a new pair of socks can have such a positive impact as they navigate their journey forward."

As the *Hanes for Good* program enters its next chapter, HanesBrands remains committed to its founding values of compassion, dignity, and community.

For more information on *Hanes for Good*, visit <https://hanesforgood.com/>.

### **About HanesBrands**

HanesBrands (NYSE: HBI) is a global leader in manufacturing basics and Innerwear brands that are synonymous with comfort, quality, and value, and have been trusted by consumers around the world for generations. Among the company's iconic brands are *Hanes*, the leading basic apparel brand in the U.S.; *Bonds*, an Australian staple since 1915 that is setting new standards for design and innovation; *Maidenform*, America's number one shapewear brand; and *Bali*, Americas number one national bra brand in the U.S. HanesBrands owns the majority of its worldwide manufacturing facilities and has built a strong reputation for workplace quality and ethical business practices.

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News Media, Contact: Kelsey Leetzow, 407-312-9648

Source: HanesBrands