



Hanes Partners with Give Back Box to Give Old Clothes New Life for Earth Day

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Hanes encourages consumers to "Give Back for Good" by matching new underwear with used outerwear donations

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Apr. 20, 2017-- As Earth Day approaches, *Hanes*, America's No. 1 apparel brand, today announced that it is partnering with Give Back Box® to encourage consumers to "Give Back for Good" by reducing waste, giving their old clothes new life and helping those in need.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170420005908/en/>

[Give Back Box](#) is an online service that coordinates the shipping of gently used outerwear and shoe donations, along with other household items, to local charities across the United States. The service encourages consumers to fill boxes from online purchases – or any shippable box – with unwanted items, print a pre-paid label on the Give Back Box site and send to those in need.

In celebration of Earth Day, *Hanes* will donate a package of underwear to The Salvation Army for every package its consumers ship via Give Back Box through www.hanes.com/givebackbox. The brand, which is also providing consumers who participate a 20 percent online discount, is supporting the Give Back for Good campaign through a robust influencer marketing and social media program. All content generated by the brand and bloggers include the hashtag #UnderwearOnUs to drive awareness of Give Back Box and *Hanes*' pledge to contribute to the cause by donating up to 1,000 packages of underwear.

Hanes is the largest – and flagship – brand of [HanesBrands](#) (NYSE:HBI), a worldwide apparel leader recognized for its environmental commitments and achievements, social responsibility and community philanthropy.

"We're proud of our culture of environmental and social responsibility established at *HanesBrands* during the past decade," said Sidney Falken, *HanesBrands*' chief branding officer. "We believe in being good stewards of the environment we share and the communities in which we operate. This partnership with Give Back Box helps us to do both while promoting the importance of recycling and taking care of those who need it most."

Give Back Box Founder and CEO Monika Wiela said, "We're very proud to begin our partnership with *Hanes*. Knowing that the brand can be found in more than 80 percent of United States households helps Give Back Box reach even more people in our ongoing effort to positively impact both the environment and charities."

Give Back for Good is part of [Hanes for Good](#), the company's corporate social responsibility program that includes an emphasis on environmental stewardship. *HanesBrands* is unique in the apparel industry because it owns the significant majority of its manufacturing and supply chain operations. In 2016, the company was recognized by multiple organizations, including Newsweek Magazine, the U.S. Environmental Protection Agency's Energy Star program, CDP, Corporate Social Responsibility Magazine and Ethical Corporation, for its environmental-footprint reduction efforts.

For additional information on the Give Back for Good campaign, visit www.hanes.com/givebackbox.

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. Hanes is a flagship brand of *HanesBrands* (NYSE: [HBI](#)).

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. A member of the S&P 500 stock index, *Hanes* has approximately 68,000 employees in more than 40 countries and is ranked No. 448 on the Fortune 500 list of America's largest companies by sales. *Hanes* takes pride in its strong reputation for ethical business practices. The company is the only apparel producer to ever be honored by the Great Place to Work Institute for its workplace practices in Central America and the Caribbean, and is ranked No. 167 on the Forbes magazine list of America's Best Large Employers. For eight consecutive years, *Hanes* has won the U.S. Environmental Protection Agency Energy Star sustained excellence/partner of the year award – the only apparel company to earn sustained excellence honors. The company ranks No. 172 on Newsweek magazine's green list of 500 largest U.S. companies for environmental achievement. More information about the company and its corporate social responsibility initiatives, including environmental, social compliance and community improvement achievements, may be found at www.Hanes.com/corporate. Connect with *HanesBrands* via social media on Facebook (www.facebook.com/hanesbrandsinc) and Twitter ([@hanesbrands](#)).

Give Back Box

Give Back Box® was founded in 2012 by Monika Wiela. The company has partnered with online retailers to make donating easier. Using Give Back Box®, anyone can donate items they no longer need to charity with ease and bring new life to their empty boxes. Donations go directly to nearby participating charitable organization using a free shipping label and empty box. Donation helps to support a variety of programs by various charitable organizations that create stronger families and communities.

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