

HANES Brands Inc

Hanes Offers Fans a Chance to Chill with Michael Jordan

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Hanes creates social media campaign to give fans a once-in-a-lifetime opportunity to kick it with NBA legend

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Sep. 11, 2017-- *Hanes*, America's No. 1 apparel brand, has launched a social media challenge for fans to see if they are cool enough to hang with Michael Jordan.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170911006283/en/>



(Photo: Business Wire)

The "Chill Like MJ" interactive fan experience on social media leads to a sweepstakes entry for a chance to win an all-expenses paid trip to North Carolina to chill with the longtime brand spokesperson and six-time NBA champion. The winner will spend a day on the golf course, enjoy center-court seats at a Charlotte Hornets basketball game, and meet the legend himself during the game.

The Chill creative campaign was created to support *Hanes X-Temp* product lines that incorporate technology designed to adapt to body temperature to keep wearers cool, dry and comfortable all day.

To enter the sweepstakes, fans participate in a "choose-your-adventure" interactive experience to see if they are "chill" enough to hang with Jordan. The game leads the viewer through different what-would-MJ-do scenarios and lets them choose different

options. For example, does he help the guy struggling to bench press weights or just keep walking through the gym?; does he steal the bride's spotlight or help get her groom back on track?

In each situation, participants are encouraged to choose what they think Jordan would do. Based on participants' selections, the experience guides them to the next scenario and ultimately to the sweepstakes homepage.

"We've had a great relationship with Michael over the past 28 years, and we're thrilled to be able to work with him on 'Chill Like MJ,'" said Sidney Falken, chief branding officer, HanesBrands. "He's a great brand ambassador, and this campaign offers fans the chance to engage with him in a whole new way."

The campaign is being executed through Canvas Ads on Facebook, Snap Ads, and a Facebook Messenger prank video featuring MJ. Consumers can enter the sweepstakes by going to www.Hanes.com/ChillLikeMJ.

The sweepstakes ends Tuesday, Oct. 31, 2017.

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).

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Source: HanesBrands

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