

Shop Chic For A Cause

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Chico's Launches National Denim Days Campaign

NEW YORK, Aug. 1, 2013 /PRNewswire/ -- Chico's is pleased to announce its first Denim Days campaign, a nationwide charitable initiative to collect jeans for women in need. To help raise awareness about domestic violence, Chico's will partner with the National Network to End Domestic Violence (NNEDV). The scale and scope of the project is a testament to Chico's and the Chico's customer's dedication to making a difference in women's lives. Now through August 18th, 2013, the company will accept both new and gently worn jeans at all Chico's boutiques across the country. With every pair of jeans donated, Chico's will offer \$20 off any denim purchase through the end of the campaign.

(Logo: <http://photos.prnewswire.com/prnh/20130801/FL56755LOGO>)

The Chico's Denim Days initiative is national in scope but local in nature -- directly impacting communities where the jeans are donated. Each of Chico's boutiques will work with its community's women's shelter to help local women in need.

"Chico's is passionate about helping women and children in need. That's why we're so excited about our new partnership with the NNEDV. They are doing such critical and innovative work to support women," said Cinny Murray, Chico's President. "Our denim donation program not only enables us to give back to our communities, it also allows our customers to give back, rewards the customers for their contributions, and spreads the word about an incredible organization."

The NNEDV is the leading voice for survivors of domestic violence. Representing over 2,000 shelter programs across 56 state and territory coalitions throughout the United States, the NNEDV continues to be a vital partner to help spread the word and make a difference in women's lives.

"So many victims of domestic violence flee their homes and seek shelter with nothing more than the clothes on their backs," said Kim Gandy, President of the National Network to End Domestic Violence (NNEDV). "Our shelters across the country are ecstatic that they will be receiving jeans donated by Chico's customers, which will support women who are finally in a safe place and trying to rebuild their lives. The National Network to End Domestic Violence applauds Chico's for partnering local stores with local domestic violence shelters to raise awareness about abuse, provide wearable jeans to local shelters, and raise critically needed funds."

For more information about Chico's Denim Days initiative, please visit www.chicos.com or contact Kristin McClement: kristin.mcclement@chicos.com, (239) 346-4870.

About Chico's:

The Chico's brand offers women a combination of great style, one-of-a-kind details and amazing personal service. Chico's currently operates 616 boutiques and 106 outlets throughout the U.S., publishes a monthly catalog and offers round-the-clock shopping at www.chicos.com.

About the National Network to End Domestic Violence:

NNEDV, a 501(c)(3) organization, is a leading voice for domestic and sexual violence victims and their allies. Its members include the 56 statewide and territorial coalitions against domestic violence. It works closely with them to understand the needs of domestic violence victims and advocacy programs. NNEDV has been a premier national organization advancing the movement against domestic violence for over 15 years, after leading efforts among domestic violence victim advocates and survivors in urging Congress to pass the landmark Violence Against Women Act of 1994. To learn more about NNEDV, please visit www.nnedv.org.

SOURCE Chico's FAS, Inc.

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