

Denim Day Team Coordinator:
Lori Lucia
559-692-8875



FOR IMMEDIATE RELEASE

**THE PINES RESORT
Dons Denim for a Cause**

Employees participate in Lee National Denim Day[®], one of the largest single-day fundraisers in the fight against breast cancer

BASS LAKE, CA – October 3 won't be any ordinary casual Friday at THE PINES RESORT. The denim worn on this day will not only be worn for comfort, but it will also make a powerful statement for an important cause. As Lee National Denim Day moves into its thirteenth year, THE PINES RESORT is gearing up to participate in this grassroots program which has raised more than \$70 million for breast cancer research.

Participants at THE PINES RESORT are encouraged to wear denim in exchange for a \$5 donation to the Women's Cancer Programs of the Entertainment Industry Foundation (EIF). Funds raised support some of the most promising treatment and early detection research in the country, as well as the grassroots advocacy work of the National Breast Cancer Coalition.

"We're always looking for interesting ways for our employees to get involved in fundraising activities," said Martha Robichaux, Director of Human Resources. "Lee National Denim Day is easy and fun to do. Everyone gets to wear jeans to work in exchange for a \$5 donation and the money helps fight breast cancer, a cause that is very important to many of our employees."

"Every year we are inspired by the number of people at thousands of organizations across the nation who join us in wearing denim on Lee National Denim Day," said Liz Cahill, Vice President of Marketing Communications for Lee Jeans. "The money they're raising will be used to advance some of the most promising breast cancer research in the industry and we can't thank them enough."

When Denim Day began, we wanted to do something to fight breast cancer, but we didn't know the kind of impact this grassroots program would have," said Liz Cahill, Vice President of Marketing Communications for Lee Jeans. "We are thrilled about the important, collaborative research supported by Denim Day donations, and we hope the millions of people who have united together and helped raise funds the past 12 years continue this journey with us because the advancements being made are so promising."

The Pines Resort invites you to join their team to help raise money for this important cause. Copy and paste the link below to help The Pines Resort reach their goal. Thank you!

http://www.denimday.com/team_page.aspx?tid=223360

About Lee Jeans

Lee[®] Jeans is a division of VF Corporation. (NYSE: VFC). Headquartered in Merriam, Kan., Lee manufactures and markets brand denim, casual pants, shirts, fleece and knit apparel. A brand committed to the community, Lee Jeans founded Lee National Denim Day[®], one of the largest single-day fundraisers for breast cancer. For more information about Lee, visit www.lee.com.

The Entertainment Industry Foundation (EIF), as a leading charitable organization for the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Through its Women's Cancer Programs, EIF is funding some of the most promising breast cancer research, including Lee Laboratories nationwide focused on developing less toxic, more effective treatments and the Biomarker Discovery Project, a blood test for earlier detection of breast cancer.

For questions about EIF's Women's Cancer Programs and information about breast cancer, visit eifoundation.org or call 800-426-0010.

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