



HAGGAR
CLOTHING &

**MILITARY ORDER OF THE PURPLE HEART
NATIONAL HEADQUARTERS**

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FOR IMMEDIATE RELEASE

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Haggar Helps Purple Heart Foundation Support Veterans in Need

Support veterans and “Trade in Your Pants for Charity” at JCPenney stores nationwide November 4-7

WASHINGTON, D.C., November 2, 2015 – [Haggar Clothing Co.](http://HaggarClothingCo.com) is teaming up with the [Purple Heart Foundation](http://PurpleHeartFoundation.org) to help veterans in need with the eighth annual *Support our Veterans and Trade In Your Pants for Charity* promotion November 4-7.

Haggar encourages the public to bring in any brand of gently worn pants to a JCPenney store. The pants will be donated to the Purple Heart Foundation. The foundation then sells the donated items at their resale locations and uses the funds to aid veterans and their families. Customers who donate pants during the four-day promotion will be able to purchase any new Haggar® casual or dress pant for just \$29.99.

“Haggar has a proud history of serving the Armed Forces. During WWII Haggar provided over 10 million military uniforms for the war efforts,” said Michael Stitt, CEO of Haggar. “For the last eight years, Haggar has continued to show appreciation for those veterans who have honorably served us over the years by encouraging everyone to participate in our national pant trade-in promotion.”

Customers who are unable to donate gently used clothing at JCPenney store locations are urged to show their gratitude to our nation’s heroes by donating online to the Purple Heart Foundation.

“Donations from events like Haggar’s are vital to our efforts to help veterans by using the sales of donated goods to fund services, rehabilitation, and educational programs for not only combat wounded, but all veterans and their families,” said Stephen Ruckman, CEO of the Purple Heart Foundation.

The pant up-cycling event is taking place November 4 through 7 at all participating JCPenney stores. Offer is not valid on haggar.com, jcp.com or at any Haggar Factory Outlet, Haggar or Haggar Clothing Co. store location.

About Haggar Clothing Co.

Haggar Clothing Co. is a leading marketer of men's casual and dress apparel, with global headquarters in Dallas, TX. Haggar markets in the United States, Canada, and Mexico. Haggar also holds exclusive licenses in the United States to use the Kenneth Cole New York®, and Kenneth Cole Reaction® trademarks to manufacture, market, and sell men's shorts and pants in men's classification pant departments. For more information or to view product offerings by Haggar, visit the Haggar website at www.haggar.com

About the Military Order of the Purple Heart Service Foundation (MOPHSF)

The Military Order of the Purple Heart Service Foundation provides emotional, physical, educational and financial support for wounded and disabled veterans, to help improve their lives. Programs include suicide prevention, support for veterans with brain injuries, counseling for Post-Traumatic Stress (PTS) and assistance for women's health issues – all common challenges for veterans. The Purple Heart Service Foundation provides scholarships, family assistance, claims assistance and employment training. Family members also get support, learning how to help disabled veterans to cope with their physical, emotional and behavioral challenges. For more information, visit www.PurpleHeartFoundation.org.

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