

April 29, 2020



VF Corporation Brands Donate Nearly \$55,000 to Outdoor Industry Association

The North Face[®], Timberland[®], Icebreaker[®], Smartwool[®], Eagle Creek[®] and Altra[®] Donate Portions of Outdoor Retailer Summer Market Refund to Outdoor Industry Association

DENVER – (April 28, 2020) – VF Corporation, one of the world’s largest apparel, footwear and accessories companies, today announced that some of its brands, including *The North Face[®], Timberland[®], Icebreaker[®], Smartwool[®], Eagle Creek[®], and Altra[®]* will donate 15 percent of their Outdoor Retailer Summer Market refund to Outdoor Industry Association (OIA). The funds will directly support OIA’s small business members by providing the necessary tools, resources, and advocacy to help them get through the COVID-19 crisis, as well as help sustain OIA’s core mission-driven work.

“While no company is immune to the impacts of COVID-19, we recognize there are disproportionate impacts on non-profit organizations like OIA,” said Jen McLaren, Brand President, *Smartwool[®]*. “OIA is important to our industry and the work they do directly supports small businesses. We believe it’s important to support those who support our industry, and we want to make sure OIA can continue doing great work.”

Due to the ongoing safety concerns over the COVID-19 virus, the Outdoor Retailer Summer Market tradeshow was canceled, creating a critical funding gap in OIA’s traditional revenue stream. As a result of the cancellation, hundreds of would-be exhibitors received refunds, including several of VF’s Outdoor brands.

“We are extremely grateful that VF is stepping up to support the important work OIA does by providing a voice for the industry, resources, tools and guidance that help our 1,300 member companies, including many small businesses that depend on us for support,” Lise Aangeenbrug, OIA Executive Director. “VF and its brands are true pillars of purpose-led leadership in our industry. We hope other brands will follow their lead and support us as we continue serving the outdoor industry.”

Exhibitors who would like to donate a portion of their booth costs or refunds to OIA can do so by contacting Jennifer Pringle at jpringle@outdoorindustry.org.

About VF Corporation: Founded in 1899, VF Corporation is one of the world’s largest

apparel, footwear and accessories companies connecting people to the lifestyles, activities and experiences they cherish most through a family of iconic outdoor, active and workwear brands including Vans[®], The North Face[®], Timberland[®] and Dickies[®]. Our purpose is to power movements of sustainable and active lifestyles for the betterment of people and our planet. We connect this purpose with a relentless drive to succeed to create value for all stakeholders and use our company as a force for good. For more information, please visit vfc.com.

Outdoor Industry Association: Based in Boulder, Colo., with offices in Washington, D.C., Outdoor Industry Association (OIA) is the leading trade association for the outdoor industry and the title sponsor of Outdoor Retailer. OIA unites and serves over 1300 manufacturer, supplier, sales representative and retailer members through its focus on trade and recreation policy, sustainable business and climate action and outdoor participation. For more information, visit outdoorindustry.org.

Media Contacts:

VF Corporation
Molly Cuffe
Director, Corporate Responsibility Communications
Molly_Cuffe@vfc.com

Outdoor Industry Association
Jennifer Pringle
VP, Marketing & Communications
JPringle@outdoorindustry.org