



News Release

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Haggar Clothing Co.

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Haggar to Give Back to Veterans with Pant Trade-in Event at Belk Stores Nov. 8 – 11

- Haggar and Belk help Purple Heart Service Foundation gather gently used clothing for resale to benefit veterans and their families in need.
- Belk customers urged to donate pants to help veterans and their families through Haggar's annual charity promotion.

Charlotte, N.C. (Oct. 31, 2013) – Belk is partnering with Haggar Clothing Co. to support the sixth anniversary of its national pant trade-in promotion benefiting The Purple Heart Service Foundation. This year's event will be held in all Belk stores from Friday, Nov. 8 through Monday, Nov. 11.

The goal of this event is to help the Purple Heart Service Foundation raise funds to aid veterans and their families in need. Customers contribute by donating any brand of gently worn pants to a Belk store. The Purple Heart Service Foundation sells the donated items at their resale locations. Customers will be able to purchase any new Haggar® casual or dress pant for just \$29.99 during the four-day promotion.

"Haggar has a proud history of serving the Armed Forces. During WWII, Haggar provided over 10 million military uniforms for the war efforts," said Tim Lyons, President of Haggar. "For the last six 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."

Donations from events like Haggar's Trade In, Trade Up promotion at Belk are vital to the Military Order of the Purple Heart Service Foundation. Monies gained from the sales of donated goods provide funding for things such as veterans services, welfare, rehabilitation, and educational programs for not only veterans wounded in combat, but all veterans and their families at no cost.



Recycle your
pants
for charity

**The Haggar®
Trade In, Trade Up,
Give Back
Event at Belk***

Bring in your gently used pants to donate to the Purple Heart Service Foundation, furthering efforts to raise money in support of veterans and their families.

*No limit on number of pant purchases. A donation is not required. Donations accepted at participating Belk locations. Offer not valid on belk.com, haggar.com or at Haggar® outlet stores.

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The pant recycling offer lasts from Nov. 8 through Nov. 11, 2013 at all Belk stores. Regular sizes and big and tall sizes are included. Offer is not valid on haggar.com, belk.com or at any outlet or factory store locations.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation's largest family owned and operated department store company with 301 Belk stores located in 16 Southern states with a growing digital presence. Founded in 1888 by William Henry Belk in Monroe, N.C., the company is in the third generation of Belk family leadership and has been committed to community involvement since its inception. Each year, Belk gives a portion of its pretax income back to the communities it serves. In fiscal year ending Jan. 31, 2013, the company and its associates, customers and vendors, donated more than \$19 million to those communities. Belk.com offers a wide assortment of national brands and private label fashion apparel, shoes and accessories for the entire family along with top name cosmetics, a wedding registry and a large selection of quality merchandise for the home. To connect with Belk go to [Belk Get Connected](#).

About Haggar Clothing Co.

Since its beginnings in a one-room office in Dallas, Texas in 1926, Haggar Clothing Co. has grown from a manufacturer of men's fine dress pants and slacks into one of the most recognized and original apparel brands in the market. Haggar coined the term "slacks" in 1938 and continued to lead menswear innovation with the introduction of pre-cuffed pants, expandable waist pants, wrinkle-free cotton casual pants, and suit separates. In addition to its [Haggar®](#) brand, the company has developed and launched the highly successful and eco-friendly [LK Life Khaki™](#) brand. Haggar is the official clothing partner of the Hockey Hall of Fame and the Pro Football Hall of Fame. Haggar Clothing Co. today commands the #1 market position in men's dress pants in the United States, as well as the #2 share in men's casual pants, and has been a leader in men's apparel for over 85 years.

For more information or to view product offerings from Haggar, please visit the Haggar [website](#). Contact Rich Honiball, SVP of Marketing, Licensing and Ecommerce at Haggar Clothing Co.; Phone 214-956-4460, Fax 214-956-4489, Email: rich.honiball@haggar.com

About The Purple Heart Foundation

The Military Order of the Purple Heart of the U.S.A. Inc. (MOPH) is a congressionally chartered national veterans service organization. The funding for veterans services, welfare, rehabilitation, and educational programs comes from the Purple Heart Service Foundation, Inc. Funds for these programs are raised by the sale of useable household goods and apparel contributions, thus aiding all veterans and their families.

Through funding provided by the Purple Heart Service Foundation, MOPH supports and sponsors programs which benefit not only combat wounded, but all veterans and their families at no cost. Clothing that cannot be sold through traditional retail outlets is recycled through the textile recycling industry.

For information about The Military Order of the Purple Heart visit the (MOPH) website at <http://www.mophsf.org>