**Gildan and My Stuff Bags are Teaming Up to Help**

**Our Nation’s Children in Foster Care with Apparel Essentials**

*With each purchase of a Gildan college care package, one will be donated to My Stuff Bags*

**Charleston, SC, October 3, 2011-** Apparel company Gildan is donating a care package to My Stuff Bags ([www.mystuffbags.org](http://www.mystuffbags.org)) for every college care package purchased during its Touchdowns for Tuitions Sweepstakes and Instant Win Game which was launched on September 15, 2011 and will run through November 15, 2011.

Gildan’s college care packages include a pullover hoodie, a crew sweatshirt, three T-shirts, a Gildan Bowl T-shirt, a six-pack of underwear (men’s packages only) and a six-pack of socks (2 packages for women only) ― available through the promotional period for $39.99 (a value of approximately $65) at <http://gildanonline.com/store/carepackages2011.html>. Ideal to cover the basics for any college student, this care package goes the extra mile. For each care package purchased, Gildan will donate a much-needed socks and underwear care package to My Stuff Bags ([www.mystuffbags.org](http://www.mystuffbags.org)), a nonprofit organization providing children under the age of 18 with bags filled with the basics as they navigate through the foster care system and other child welfare agencies.

# “Giving back to our community has always been important to Gildan,” said Rob Packard,

# Vice-President Marketing and Merchandising, Gildan Retail. “We are excited about our sponsorship of the Gildan New Mexico Bowl and the launch of the Touchdowns for Tuition Sweepstakes and Online College Care Packages Instant Win Game. We are even more excited that with this promotion, parents can partner with us to help My Stuff Bags and children in foster care nationwide.”

“Children who must be rescued from abuse and neglect often enter foster care with nothing of their own,” said Janeen Holmes, president/CEO of My Stuff Bags Foundation. “Giving them such desperately needed basics as socks and underwear not only restores their dignity, but shows that lots of people care about them. We’re very grateful to Gildan for this wonderful promotion!”

Open to residents in the continental U.S., the Gildan Touchdowns for Tuition Online Sweepstakes and Instant Win Game will culminate in one family winning a Grand Prize package that includes a college scholarship of up to $10,000 for a child attending college, plus a trip for four to the Gildan New Mexico Bowl including a three-night stay. For the grand prize college scholarship, Gildan will contribute $1,000 for every touchdown scored during the Bowl game, up to a maximum of $10,000. Additional daily instant win prizes will include the Gildan college care packages and discounts that can be applied to online purchases at [www.gildanonline.com](http://www.gildanonline.com).

Those interested in registering to win can do so at either [www.TouchdownsforTuition.com](http://www.TouchdownsforTuition.com) or on the Touchdowns for Tuition Sweepstakes page hosted on Facebook, at [www.facebook.com/gildanonline](http://www.facebook.com/gildanonline). Once registered (providing a name, email and address) entrants can play the instant win game and receive immediate notification as to whether they have won a Gildan college care package. At least 25 instant-prize winners will be selected each day to receive college care packages. Registrants can enter once a day, for each day that the contest is running. Those who do not win instantly are still entered to win the Grand Prize and will receive discount coupons, as well as a link to purchase care packages for each child attending college.

**About the Gildan New Mexico Bowl**: The Gildan New Mexico Bowl, owned and operated by ESPN Regional Television (ERT), will kick off the collegiate bowl season for the third consecutive year, airing on ESPN and ESPN HD at noon MST (2 PM EST) from the University Stadium in Albuquerque, N.M., on Saturday, December 17, 2011. For the sixth consecutive year, the game is scheduled to include a team from the Mountain West Conference, and for the first time, a Pac-12 team will be the opponent. Tickets, ranging from $25-$40, are available at the University of New Mexico ticket office: 505-925-5626 or the New Mexico Bowl office: 505-925-5999.

**About Gildan**

For more information about Gildan, visit [www.gildan.com](http://www.gildan.com/)

**About My Stuff Bags**

The My StuffBags Foundation provides new belongings, comfort and hope to thousands of children each year that must be rescued from abuse, neglect and abandonment across the United States. Established in 1998, the My Stuff Bags program began as a response to a cry for help from the very people who rescue and care for abused, neglected and abandoned children. As people nationwide sent donations of new children’s items and funding, what began around the kitchen table grew to a 7,000 square foot warehouse operation that to date, has provided **over 400,000 My Stuff Bags to children in over 1,400 agencies in 49 states.** We supply duffels free of charge and our ultimate goal is to provide a My StuffBag filled with new belongings to each of the nearly 300,000 children each year who must enter crisis shelters and foster care with nothing of their own. For more information, please visit [www.mystuffbags.org](http://www.mystuffbags.org)

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