



Chico's FAS, Inc. • 11215 Metro Parkway • Fort Myers, Florida 33966 • (239) 277-6200

## **Chico's FAS, Inc. Announces Fifth Annual May is for Miracles Campaign Benefitting Children's Miracle Network Hospitals®**

Women's Retailer Aims to Boost Awareness and Raise Funds For Local Hospitals

**FORT MYERS, Fla.**, April 13, 2015 /PRNewswire/ -- Chico's FAS, Inc., and its family of brands - Chico's, White House Black Market, Soma, and Boston Proper - announce the launch of its fifth annual May is for Miracles campaign, a multi-faceted program to raise funds for the 170 Children's Miracle Network Hospitals (CMN Hospitals) across the United States and Canada. Since 2011, Chico's FAS, Inc. has raised over \$5 million for CMN Hospitals. In 2015, the Company aims to increase its contribution through a multi-faceted campaign, which includes various ways consumers can help make a difference in children's lives.

"At Chico's FAS, we deeply value the relationship we've built with Children's Miracle Network Hospitals. With 32 million patient visits each year and one child entering a CMN Hospital every second, we need to continue to do more," said David Dyer, President and Chief Executive Officer of Chico's FAS, Inc. "CMN Hospitals touches the lives of more children than any other children's charity, and gives each of us, and our loyal customers, a unique opportunity to give back and truly make a difference."

Beginning now, funds raised through donations at any of the retailer's 1500+ boutiques, outlets and online or through sales of specialty products, will benefit the local CMN Hospitals in the community in which the donation or purchase is made. The Chico's brand is offering an exclusive, limited-edition Miracle Charm bracelet which will be sold in boutiques, outlets and online for \$20, with \$10 from each sale benefiting CMN Hospitals. White House Black Market is selling an exclusive, limited-edition Convertible Miracles necklace, which will be available in boutiques and online for \$30, with \$15 from each sale benefiting CMN Hospitals. Also, Soma will donate \$1 for every Embraceable Pajama separate (up to \$20,000) and Boston Proper will donate 25% of the net proceeds of any purchase of their Fearlessly Feminine Tee (up to \$10,000) to CMN Hospitals through the month of May. For the fourth year in a row, Chico's FAS, Inc. will also serve as a presenting sponsor of CMN Hospitals' Champions program.

In addition, Chico's FAS, Inc. has launched a dedicated microsite: [ChicosFAS-cares.com](http://ChicosFAS-cares.com). This interactive experience utilizes video to showcase the incredible caregivers whose kids are suffering from illness or injury. Each time a consumer shares the #MiracleMom video to Facebook, Twitter or Google+, Chico's FAS, Inc. will donate \$1, up to \$50,000 to Children's Miracle Network Hospitals. The mobile-enabled microsite also features the courageous stories of U.S. Champions and Canadian Miracle Children who represent Children's Miracle Network Hospitals.

## ABOUT CHICO'S FAS, INC.

The Company, through its brands, Chico's, White House Black Market, Soma, and Boston Proper, is a women's specialty retailer of private branded, sophisticated, casual-to-dressy clothing, intimates, complementary accessories, and other non-clothing gift items. Chico's FAS, Inc. currently operates more than 1500 boutiques and outlets across North America, Puerto Rico and the U.S Virgin Islands. Each brand publishes a monthly catalog and offers online shopping at [www.chicos.com](http://www.chicos.com), [www.whbm.com](http://www.whbm.com), [www.soma.com](http://www.soma.com) and [www.bostonproper.com](http://www.bostonproper.com).

## ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can

Put Your Money Where the Miracles Are, at [CMNHospitals.org](http://CMNHospitals.org) and [facebook.com/CMNHospitals](https://facebook.com/CMNHospitals).

Video - <http://youtu.be/XMnYiEm54ts>

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