



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

May Is For Miracles: Chico's FAS, Inc. Is Committed to Making a Difference in Children's Lives - One Miracle at a Time

NEW YORK, May 1, 2012 /PRNewswire/ -- Chico's FAS, Inc., and its family of brands – Chico's, White House Black Market, Soma Intimates, and Boston Proper – announce the launch of its May Is For Miracles campaign, a multi-faceted program to raise funds for the 170 Children's Miracle Network Hospitals® (CMNH) across North America. In 2011, Chico's FAS, Inc. raised over \$500,000 for CMNH, and this year, the Company hopes to dramatically increase its contribution.

Beginning May 1st, customers can donate at any of the retailer's 1250+ boutiques nationwide, outlets and online, as well as through a unique online social marketing campaign, Send a Smile. The goal of Send a Smile is to raise funds and put a smile on the faces of thousands of children. In partnership with ePrize, the leader in engagement campaigns across mobile, social and websites, users can create their own card through a customized, mobile-enabled microsite and each brand's Facebook page. Participants can "share" the cards they create via Facebook, Twitter, email, and Pinterest. The card will then be printed and delivered to a child being treated in the customer's local Children's Miracle Network Hospital. It's completely free to create a card and Chico's FAS, Inc. will donate \$1 for every card created, up to \$50,000.

www.chicos.com/sendasmile

Send a Smile was created with the hope that the experience will be as special for the sender, as it is for the child who is receiving it.

In addition, to support May Is For Miracles, Chico's and Boston Proper will sell a blue beaded limited-edition Miracle Balloon Bracelet. Also, White House Black Market and Soma Intimates will sell a red, limited-edition Creating Miracles

Charm Bracelet. These bracelets were designed especially for Children's Miracle Network Hospitals and symbolize compassion and love. Both bracelets will be sold in boutiques, outlets and online for \$20, with \$10 from the sale of each bracelet benefiting local Children's Miracle Network Hospitals. This year, Chico's FAS, Inc. will also serve as a supporting sponsor of CMNH's Champions program.

"Chico's FAS and our customers believe in the importance of creating a better future for children in the communities in which our customers live," said David Dyer, President and Chief Executive Officer of Chico's FAS, Inc. "Through the sale of special bracelets benefitting CMNH, in-boutique and online donations, and our 2012 Send a Smile campaign, we are deeply committed to helping local Children's Miracle Network Hospitals and the 17 million kids they treat each year. These children are facing every disease and injury imaginable and they need our help."

Chico's FAS, Inc. and its brands created this multi-faceted campaign as a call-to-action for new and existing customers. Through the various ways to donate and participate, it is easier than ever for consumers to make a difference in children's lives.

ABOUT CHICO'S FAS, INC.

The Company, through its brands – Chico's, White House | Black Market, Soma Intimates, 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.

The Chico's brand offers women a combination of great style, one-of-a-kind details and warm personal service. Chico's currently operates 603 boutiques and 86 outlets throughout the U.S., publishes a monthly catalog and offers round-the-clock shopping at www.chicos.com.

White House | Black Market strives to make women feel beautiful with apparel and accessories in the honest simplicity of black and white and the individuality of styles built from it. White House | Black Market currently operates 372 boutiques and 30 outlets, publishes a catalog highlighting its latest fashions and connects with customers at www.whbm.com.

Soma Intimates offers beautiful and sensual lingerie, loungewear and beauty. Soma Intimates currently operates 174 boutiques and 15 outlets, publishes a catalog coinciding with key shopping periods and sells direct-to-consumer at www.soma.com.

Boston Proper is a leading direct-to-consumer retailer of women's high-end apparel and accessories. Boston Proper provides unique, distinctive fashion designed for today's independent, confident and active woman. The merchandise focus is about creating a daring, modern style with a sensual feel and is available exclusively through the Boston Proper catalog and website, www.bostonproper.com.

ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS®

Children's Miracle Network Hospitals raises funds for 170 children's hospitals across the United States and Canada, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of the mission to save and improve the lives of as many children as possible. Learn more at [CMNHospitals.org](https://www.CMNHospitals.org).

SOURCE Chico's FAS, Inc.

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