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## **Soma Announces Goal to Collect One Million Bras for Women in Need**

Retailer Builds Domestic Violence Awareness With Bi-Annual Giving is Beautiful™ Soma Bra Donation

**NEW YORK**, August. 7, 2014 /PRNewswire/ -- Today, Soma announces its next Giving is Beautiful™ Soma Bra Donation. The nationwide charitable initiative to collect bras for women who have been affected by domestic violence is the largest of its kind. With more than 750,000 bras collected to date, the scale and scope of the project is a testament to the brand and the Soma customer's dedication to making a difference in women's lives, and with that, the company has set a goal to raise one million bras for women in need. To help reach this goal, Soma will be utilizing a unique, shareable hashtag, #OneMillionBras in their marketing, television advertising and social platforms. Now through September 10th, the company will accept both new and gently worn bras at all Soma boutiques across the country as well as monetary donations at the register and at [www.soma.com](http://www.soma.com)

"Our passion and commitment to this initiative has never been stronger," states Laurie Van Brunt , Soma president. "What started as a grass roots effort in a few local boutiques has grown to become a brand-wide and nationwide initiative spanning more than 260 Soma boutiques and outlets. Our boutiques and customers enthusiastically contribute their time, money and bras to help women in need restore their lives. It's our ultimate goal that no woman has to choose between buying a bra and putting food on the table."

To help raise awareness about domestic violence, Soma will once again partner with the National Network to End Domestic Violence (NNEDV). The NNEDV is the leading voice for survivors of domestic violence. Representing over 2,000 shelter programs across 56 state and territory coalitions throughout the United States, the NNEDV continues to be

a vital partner to help spread the word and make a difference in women's lives.

"Soma is partnering their boutiques with local domestic violence shelters to make a real difference in the lives of domestic violence victims, who often arrive at a shelter with nothing, says Kim Gandy , President of the National Network to End Domestic Violence (NNEDV). "New and nearly new bras are less frequently donated than other clothing items, so shelters are especially grateful to receive new bras for the women who seek safety there. Through this essential campaign, Soma is helping to raise awareness in local communities, raise critically needed funds, and help victims rebuild their lives."

"Thanks to our partnership with the National Network to End Domestic Violence, new and gently worn bras are distributed to domestic violence shelters in our customers' local communities. Our goal this year is to reach a million bras collected, because that translates to a million women feeling confident and beautiful, from the inside out," says Van Brunt. "And every woman deserves to feel that way."

[The brand will have a donation landing page, www.soma.com/givebras](http://www.soma.com/givebras) allowing visitors to read a number of touching stories about how our 750,000 donated bras have changed women's lives across the country, how to donate bras, and where to find Soma boutiques nationwide. Soma is also asking customers to help spread the word about this worthy cause by tagging @SomaIntimates.

#### About Soma:

Soma Intimates, a division of Chico's FAS, Inc. (NYSE: CHS), offers beautiful and sensual lingerie, loungewear and beauty products. Home of the warmest personal service, Soma embraces women with luxuriously soft fabrics, innovative fashion and an always perfect fit. As of August 7th, Soma Intimates will operate 266 boutiques and outlets across the country as well as a website at [www.soma.com](http://www.soma.com).

#### About the National Network to End Domestic Violence:

NNEDV, a nonprofit charitable organization, is the leading voice for domestic violence victims and their advocates. NNEDV members include all 56 of the state and territorial coalitions against domestic violence, which have over 2,000 local programs. NNEDV has been a premiere national organization advancing the movement against domestic violence for over 20 years, having led efforts to pass the landmark Violence Against Women Act of 1994 and to reauthorize and strengthen countless laws and regulations to increase safety and end violence. To learn more about NNEDV, please visit <http://nnedv.org/>