



**Media Contacts:**

Mo Moorman, 262-653-3027, [mo.moorman@jockey.com](mailto:mo.moorman@jockey.com)

## **Underwear, Adoption and The World's Largest Music Festival**

*What do these three things have in common?*

Kenosha, Wis. (June 22, 2010) – Underwear, Adoption and Milwaukee's famous Summerfest music festival. Seems like three things with no obvious connection. But let me explain.

Jockey International, Inc. (there's the **underwear**) has a corporate citizenship program called Jockey Being Family™, designed to strengthen adoptive families (there's the **adoption**).

What's the link between underwear and adoption?

Nearly 125,000 children in the U.S. are waiting to be adopted right now. Many are in the foster care system. On average, a child waits three years in the foster care system before being adopted, and the average age of a child adopted from foster care is 10 years old. Roughly 15% of adoptions from foster care fail, resulting in thousands of children returning to foster care each year.

Supporting successful adoptions naturally reflects Jockey's values as a family-owned company and its dedication to providing comfort and support. Also, Jockey Chairman/CEO Debra S. Waller was adopted as a child.

Adoptive families have opened their arms, their homes and their lives. We believe that by supporting adoptive families, Jockey can help ensure permanence for children who are awaiting a "forever family."

Since its launch in 2005, Jockey Being Family has donated more than \$2 million in direct support and sponsored fundraising for post-adoption services, awarded more than 160 scholarships for adoptive parents across the U.S. and Canada, inspired more than 4,000 employee volunteer hours, and hosted the annual Adoption Conferences and Carnivals.

We've also created the "Home to Stay" backpack program: For every child in Wisconsin adopted from foster care, Jockey Being Family provides a backpack filled with a Jockey employee-crafted blanket, age-appropriate activities and a teddy bear. Our goal is to grow this program nationally.

So what's the Jockey Being Family link to **Summerfest**?

On June 27, Jockey Being Family is the sponsor of Summerfest Family Day. The first 1,000 patrons entering Summerfest's Middle Gate who contribute \$10 or more to the Debra Steigerwaldt Waller Foundation (named for Jockey's CEO who started Jockey Being Family) will receive one (1) free Summerfest admission ticket *and* a Jockey Being Family teddy bear.

Perfect for any family attending that day (normally, adult ticket prices cost \$15) – they save money, they contribute to a great cause, and they take home a cute teddy bear.

We're doing this to raise awareness of the need for post-adoption services and support, to hopefully make every adoptive family a "forever" family.

Visit [www.JockeyBeingFamily.com](http://www.JockeyBeingFamily.com) to learn more.

***About Jockey International, Inc.***

Jockey International, Inc. is a privately held company, founded in 1876. Today, Jockey is a leading manufacturer and marketer of apparel products sold in major department and specialty stores in more than 120 countries around the world. With headquarters in Kenosha, Wisconsin, Jockey is committed to quality, comfort, fashion and innovation. As Jockey grows, the simple commitment to serve our consumers' needs continues to be our company's hallmark. Need more Jockey in your life? Shop us at [Jockey.com](http://www.jockey.com), call us at 1-800-JOCKEY-1, fan us at <http://www.facebook.com/jockey>, follow us at [Twitter.com/Jockey](https://twitter.com/Jockey) and enjoy our videos at [YouTube.com/Jockey](https://www.youtube.com/Jockey).

***About Jockey Being Family***

[Jockey Being Family](#)<sup>™</sup> is Jockey International's corporate citizenship initiative to help strengthen adoptive families for successful futures. Jockey's mission is to satisfy the human need for comfort. Jockey Being Family<sup>™</sup> reflects the Jockey brand and demonstrates our commitment to supporting adoptive families. We partner with local and national nonprofit organizations and provide funding, employee volunteers and in-kind donations to advance post-adoption services efforts and help build "forever families."

###