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## **JOCKEY BEING FAMILY<sup>®</sup> CELEBRATES NATIONAL ADOPTION MONTH**

*Financial donations, employee volunteerism, gifts for adopted children and recognition of adoptive parents are all part of Jockey's November plans*

Kenosha, Wis. (November 5, 2010) – [Jockey International, Inc.](#), and [Jockey Being Family<sup>®</sup>](#), Jockey's corporate citizenship initiative aimed at strengthening post-adoptive families, is celebrating National Adoption Month (November) with a **host of initiatives**.

This November, consumers can help make a difference in the life of a family during National Adoption Month by making a purchase through the Jockey catalog or on [Jockey.com](#). Jockey is **donating one percent** of all Jockey catalog and Jockey.com online sales, as well as 100 percent of sales from its Jockey Being Family Bear to the Debra Steigerwaldt Waller Foundation for Adoption.

Debra Steigerwaldt Waller is Jockey's Chairman of the Board and CEO. Waller was adopted as an infant, and she founded Jockey Being Family in 2005.

"Adoption is a lifelong journey, but without post-adoption services many adoptive families are at risk to fail," said Waller. "Through Jockey Being Family, we strive to support post-adoption services to help ensure that families get a strong head start and stay together."

**One-dollar donations** are also being requested of shoppers at Jockey's branded retail stores, the proceeds of which also go to the Debra Steigerwaldt Waller Foundation for Adoption.

Additionally, throughout the year, the Company donates \$3 from each purchase of its **Jockey Being Family Bear** to support post-adoption services, programs and adoption partners.

In addition to financial support, Jockey employees supply a significant portion of their time to Jockey Being Family's employee volunteer programs, such as the **Home to Stay Backpack program**. With this initiative, teams of Jockey employees gather together each month to create personalized "Home to Stay" backpacks for children adopted from foster care in Wisconsin.

Kids adopted out of foster care have been moved around too often before arriving at their adoptive homes. Many have few items of their own, and most have no proper bag in which carry their things. A little extra warmth with a personal touch to comfort these children goes a long way.

The backpacks are filled with age-specific games, books, activities, the Jockey Being Family Bear, and toys to call their own and to engage other family members. Jockey **employees make blankets** to go into the backpacks with another volunteer program called Comfort Crafters.

The backpacks are hand-delivered by Adoption Resources of Wisconsin caseworkers to the children once the adoptions are legally finalized. The caseworkers use the opportunity to meet with the newly adoptive parents to see how the family is doing and what types of resources they may need.

Since 2005, Jockey has created and distributed nearly 2,200 backpacks to 800 adoptive families throughout Wisconsin.

Jockey will give **backpacks to more than 50 adopted children** at the official adoption finalization ceremony / celebration at the Milwaukee Public Courthouse on November 19, Milwaukee's official Adoption Day.

Also in November, in celebration of National Adoption Month, Jockey Being Family will **honor adoptive parents**. First Lady Jessica Doyle (an adoptive mother herself), Department of Children and Families Secretary Reggie Bicha, Colleen Ellingson, CEO, Adoption Resources of Wisconsin; and Cindy Pielat, Director of Communications and Citizenship, Jockey Being Family will honor the remarkable work of five adoptive parents by awarding them the 2010 Governor's Adoptive Parent Award.

The luncheon and award ceremony, sponsored by Jockey International and Adoption Resources of Wisconsin, will highlight the special commitment these parents have made to improve the well-being of children and families through adoption. The event takes place at 11:30 a.m. on Tuesday, November 16 at the Governor's Executive Residence, 99 Cambridge Road, in Madison, Wisconsin.

Since 2005, Jockey Being Family has designated more than \$2.0 million in direct support and sponsored fundraising initiatives for post-adoption services.

“The goal for Jockey Being Family is to make sure adopted children have permanent loving and caring families: We want them to be ‘forever’ families,” said Waller. “Jockey is a brand known for quality and comfort and Jockey Being Family is a perfect way to reflect the brand and extend a commitment to family by offering support to newly adoptive families.”

Jockey Being Family helps families after they have adopted through Jockey employee volunteerism activities and financial support to signature nonprofit partners, such as

Adoption Resources of Wisconsin, the North American Council on Adoptable Children, the Dave Thomas Foundation for Adoption, the Center for Adoption Support and Education, and the Adoption Council of Canada.

Visit [JockeyBeingFamily.com](http://JockeyBeingFamily.com) to learn more about Jockey's commitment to strengthening adoptive families for successful futures.

**About Jockey Being Family**

Jockey Being Family is Jockey International, Inc.'s corporate citizenship initiative committed to providing comfort to all families touched by adoption. Our cause naturally reflects our company's values as a family-owned company as well as our brand's dedication to outfitting individuals with the comfort and support they need to live their best lives. Since 2005, Jockey has donated more than \$2.0 million dollars in financial and in-kind support to charities supporting post adoption services throughout the U.S.

**About Jockey International, Inc.**

Jockey International, Inc., is a privately held company, founded in 1876 by Samuel T. Cooper. 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, the 134-year old company is committed to quality, comfort, fashion, innovation and value. As Jockey grows in size and sophistication, the simple commitment to serve its consumers' needs continues to be the company's hallmark. Consumers can visit Jockey on its Web site at [www.Jockey.com](http://www.Jockey.com).

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