



## **Dignity U Wear to Benefit From National Stein Mart Promotion**

Jacksonville, FL (November 10, 2008)— Dignity U Wear, the Jacksonville-based, national nonprofit that provides brand new clothing to men, women and children in need, will be the beneficiary of “Love giving. Love saving.” a special promotional event planned for all 276 Stein Mart stores throughout the country, announced Robert S. Bryan, Jr., Executive Director of Dignity U Wear.

For one day only, on Wednesday, November 19, 2008, shoppers who donate \$5 or more to Dignity U Wear will receive 10% off their entire purchase. This is over and above Stein Mart’s already low discounted prices—including sale items.

“Dignity U Wear (DUW) and Stein Mart established a unique partnership five years ago and it has allowed DUW to expand its support across the country into all of the communities Stein Mart serves,” said Bryan. “Each Stein Mart store raises money for DUW and identifies a local nonprofit in their market to receive the new clothing. It is really an extraordinary relationship.”

Since 2003, Stein Mart has raised more than \$2.3 million and helped to distribute more than 1.2 million pieces of clothing to DUW partner organizations.

“We are excited about this special, chain-wide promotion for Dignity U Wear,” said Julia Taylor, Director, Boutique & Agenda and corporate coordinator of the DUW relationship at the Jacksonville-based, national discount retailer. “Our associates are very committed to supporting DUW because it allows them to make a difference for people in need—right within their own communities. This event offers the perfect opportunity to get a jump on holiday shopping and help someone in need, so everyone involved comes out a winner!”

Each local partner agency will staff a table in their Stein Mart store during the promotion to distribute information and raise awareness for their organizations. The funds raised on November 19<sup>th</sup> will help Dignity U Wear to meet the growing demand for new clothing that improves self-esteem, fosters better school performance, helps adults with job placement and helps parents take better care of their families.

Dignity U Wear distributes brand new clothing it receives from manufacturers and retailers through a network of nonprofit social service agencies throughout the United States. Dignity U Wear is the only nonprofit organization dedicated to receiving, warehousing and distributing brand new clothing to people in need at absolutely no cost to them. Since it was founded in 2000, the organization has provided more than 4.4 million pieces, valued at \$71 million, to more than 354,000 people. For more information, visit [www.dignityuwear.org](http://www.dignityuwear.org).

Stein Mart stores offer the fashion merchandise, service and presentation of a better department or specialty store, at prices up to 60 percent off department and specialty store prices, every day. Currently with locations from California to Massachusetts, Stein Mart's focused assortment of merchandise features discounted moderate to better fashion apparel for women and men, as well as accessories, gifts, linens and shoes. From a single store in Mississippi in the early 1900s, Stein Mart has expanded to more than 275 stores in 31 states. Chairman Jay Stein is the grandson of the founder, Sam Stein. For more information on Stein Mart, please visit [www.steinmart.com](http://www.steinmart.com).