

Media Contact: Amber McCasland
Levi Strauss & Co.
(415) 501-6803
newsmediarequests@levi.com

LEVI STRAUSS & CO. LEADER SELECTED TO JOIN ASPEN INSTITUTE FIRST MOVER FELLOWS PROGRAM
Project Explores Financial and Business Incentives to Help Governments and Local Industry Develop
Sustainable Infrastructure

SAN FRANCISCO (June 19, 2015) – Levi Strauss & Co. is pleased to announce that Anna Walker, Senior Director of Global Policy and Advocacy, has been selected to join the Aspen Institute Business and Society Program’s seventh class of First Mover Fellows. Individuals chosen for this program are working within companies to unite business growth with a sustainable society in the products and services they are developing. The initial Fellowship year includes three seminars built around the core themes of innovation, leadership, reflection and community.

“We are thrilled to welcome Anna into the community,” says Nancy McGaw, creator and director of the First Movers Fellowship Program. “The Fellowship serves as an innovation lab and leadership development opportunity that delivers lasting value to companies and society. The curriculum also prompts Fellows to reflect on their personal purpose and desired impact within their companies and the world. Once again, the Fellowship projects undertaken by this year’s class address a wide range of complex issues such as renewables and energy efficiency, data privacy, financial inclusion and new business models for underserved populations.”

The Fellows represent diverse functional responsibilities, such as legal, finance, design, business development and talent management. These bold leaders are working to create new products, services and management practices that will achieve greater profitability for their companies in tandem with positive social and environmental impact.

During the fellowship year, Fellows commit to undertake a ‘next stage innovation project’ that helps their companies integrate profitability and social/environmental value. Walker’s project will focus on identifying financial and business incentives to help governments and local industry develop sustainable infrastructure, including wastewater treatment, energy and waste disposal. The goal of the project is to create a sustainable apparel industry in developing countries.

The First Movers Fellowship was developed by the Aspen Institute Business and Society Program (BSP), whose mission is to align business with the long-term health of society by putting values at the heart of practice. Through dialogue, research, and outreach, Aspen BSP creates opportunities for executives and educators to explore new routes to business sustainability and values-based leadership.

For bios and photos of all of the 2015 Fellows, visit: www.aspeninstitute.org/firstmovers.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest brand name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.TM, and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 2,700 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2014 net revenues were \$4.8 billion. For more information, go to <http://levistrauss.com>.