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DOCKERS® PARTNERS WITH FUTURES WITHOUT VIOLENCE TO PROMOTE RESPECT

Dockers® donates \$25,000 to Futures Without Violence in support of the RESPECT! Campaign at GiveRespect.org

SAN FRANCISCO (May 9, 2011) – The Dockers® brand is teaming up with the RESPECT! Campaign, an initiative of Futures Without Violence, to support violence prevention and promote healthy relationships. During the “Month of Respect,” Mother’s Day (May 8, 2011) to Father’s Day (June 19, 2011), the Dockers® brand in partnership with the RESPECT! Campaign is working to shed light on and bring an end to the widespread problem of relationship abuse.

Along with a \$25,000 donation to the RESPECT! Campaign, which will help ensure boys become thoughtful and respectful men of tomorrow, the Dockers® brand and the RESPECT! Campaign teamed up to create an informational video about the program, shot by award winning director Joey Garfield. This video highlights the mission of the program while honoring the positive impact that moms, dads, coaches, and other influential mentors have in helping boys and girls form healthy relationships and develop into responsible adults. The video will be accessible throughout the Month of Respect on Dockers.com, GiveRespect.org, Facebook and YouTube and will encourage people to take the RESPECT! pledge at GiveRespect.org, a public statement to renounce relationship abuse and create futures without violence.

“The Dockers® brand has always encouraged men to be proactive about matters revolving around responsibility,” said Jennifer Sey, Senior Vice President of Dockers® Global Marketing. “The combined effort of Dockers® and the RESPECT! Campaign will inspire men to step up and use their influence in a positive way.”

During the Month of Respect, the Dockers® brand will donate an additional \$2,500 from the Levi Strauss & Co. Red Tab Foundation as well as all proceeds from the “Games that Give” Facebook game through the remainder of the year to GiveRespect.org. The Dockers® brand will be awarding six weekly \$2,000 grants to Facebook users as part of their current Wear The Pants® Man Grants contest. These grants will be focused on respect, family and community.

“The purpose of the RESPECT! Campaign is to support innovative educational programs like Coaching Boys into Men so that we can engage men and women from all walks of life in positive solutions to prevent relationship violence from an early age,” explains Brian O’Connor, Public Communications Director of Futures Without Violence. “We are so pleased to welcome Dockers to the RESPECT! Campaign and we look forward to engaging their customers in this nationwide effort to create futures without violence.”

Known for their provocative Wear the Pants® campaign , the Dockers® brand encourages men to celebrate a new style of masculinity. This man blends accountability with sensitivity and leads life with conviction and passion.

About the Dockers® Brand

The Dockers® Brand has embodied the spirit of khaki for more than 25 years. Since their introduction in 1986, Dockers® has been perfecting khakis—and the essential goods to go with them—for men and women all over the world. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. Wearing the pants has never looked so good. For information on Dockers® and its products, please call 1-800-DOCKERS or visit www.Dockers.com.

About the RESPECT! Campaign

The [RESPECT! Campaign](#) is Futures Without Violence’s, formerly Family Violence Prevention Fund, latest initiative to advance a national movement to promote healthy relationships and stop relationship violence through positive role modeling and respect education. Sponsored nationally by [Macy’s](#), the RESPECT! Campaign encourages individuals to help prevent and end domestic and dating violence, sexual assault, and other forms of relationship abuse by talking with young people early and often about respect, and modeling that behavior in their own relationships. Through conversation guides for parents, lesson plans for teachers, tools for coaches, and other instructional “Respect Tools,” the campaign offers a variety of resources to support moms, dads, teachers, coaches, and other living, breathing role models who have critical roles to play in helping our sons and daughters shape a world that is free of relationship violence. To learn more, visit www.GiveRespect.org

About Futures Without Violence

For more than thirty years, Futures Without Violence, formerly Family Violence Prevention Fund, works to end violence against women and children around the world, because every person has the right to live free of violence. More information is available at www.FuturesWithoutViolence.org

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