

## **Dignity U Wear Realizes Big Results from National Stein Mart Promotion**

*Dignity U Wear, the national nonprofit that provides brand new clothing to people in need, received \$98,000 generated by a national promotion recently held in all Stein Mart stores across the country.*

November 26, 2008 (FPRC) -- Dignity U Wear, the Jacksonville-based, national nonprofit that provides brand new clothing to men, women and children in need, has a lot to be thankful for as we head into the Thanksgiving holiday. The organization is the beneficiary of \$98,000 from "Love Giving. Love Saving," a special promotional event held at all 276 Stein Mart stores throughout the country last week, announced Robert S. Bryan, Jr., Executive Director of Dignity U Wear.

During two designated days, shoppers donating \$5 or more to Dignity U Wear received 10% off their entire purchase. This was 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. "Since 2003, Stein Mart has raised more than \$2.3 million and helped to distribute more than 1.2 million pieces of clothing to nonprofits each store identifies in its own market. It is an extraordinary relationship. And this additional effort to support us was a remarkable demonstration of dedication by Stein Mart and generosity by their customers," added Bryan.

The "Love Giving. Love Saving." promotion marks the first time the national retailer held a coordinated, chain-wide effort to raise funds for Dignity U Wear by offering shoppers an incentive to donate.

"We couldn't be happier about the results generated by this 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 who need help within their own communities. This event provided the opportunity for shoppers get a jump on the holidays and help someone in need at the same time. Everyone involved came out a winner."

Each local partner agency had a presence in their Stein Mart store during the promotion to distribute information and raise awareness for their organizations. The funds raised will help Dignity U Wear meet the growing demand for the 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).

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**Keywords**

[Donation](#)

[Benefit](#)

[Nonprofit](#)

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