

# LANDS' END

July 13, 2017

## Lands' End Launches #LoveLearning Campaign on National Summer Learning Day

### Partnership with Steve Spangler Science and Brightly Will Inspire a Love of Learning All Summer Long

DODGEVILLE, Wis., July 13, 2017 /PRNewswire/ -- National Summer Learning Day is July 13<sup>th</sup> and Lands' End together with Steve Spangler Science and Brightly, a website from Penguin Random House, is kicking off the #LoveLearning campaign - making sure education doesn't take a vacation this summer. Parents and kids can log on to [Landsend.com/LoveLearning](http://Landsend.com/LoveLearning) weekly from now through August 31, 2017, to discover do-it-yourself science experiments, book recommendations, an art contest and an exclusive, limited edition science tee.



"At Lands' End we've always had a passion for education and share that inspiration through our kids' apparel, which oftentimes features artistic images to captivate and build curiosity," said Becky Gebhardt, executive vice president and chief marketing officer, Lands' End. "This summer, we are thrilled to bring these educational experiences to life through the #LoveLearning campaign and our partnership with Steve Spangler Science and Brightly."

#### Steve Spangler Science Experiments

Keep the passion for science alive this summer with science experiments with Steve Spangler. Join Lands' End on July 13<sup>th</sup> on Facebook at 11:00 a.m. CT/12:00 p.m. ET for a Facebook Live demonstration by America's Science Teacher, Steve Spangler. Steve will demonstrate several science experiments, and parents and kids can find additional science activities to do at home at [Landsend.com/LoveLearning](http://Landsend.com/LoveLearning).

"Lands' End is the perfect partner as we work together to uncover the most creative and exciting ways to make science fun," said Steve Spangler, Emmy award-winning television host and science education expert. "I'm excited to share some of my favorite DIY experiments families can do at home this summer as part of the #LoveLearning campaign."

Each Thursday through August 31, 2017, Lands' End will feature a new do-it-yourself science experiment on the #LoveLearning landing page. Parents and kids have a chance to showcase their passion for science with a photo or video using #LoveLearning and #LandsEndKids for a weekly chance to win a Big Bag of Science Kit by posting on Facebook, Twitter or Instagram.

#### Brightly Summer Reading List

Keep young minds inspired and learning this summer with the latest book recommendations from [Brightly](http://Brightly). Each Thursday through August 31, 2017, Lands' End will feature Brightly's Book Pick of the Week along with thoughtful discussion

questions for parents and kids to encourage reading comprehension. Kids can join in the adventures of favorite characters such as EllRay Jakes, Dory Fantasmagory and Bea Garcia, follow Dr. Seuss characters in a search for a new pet and help solve a baseball mystery with the bestselling Magic Treehouse book series. Find a new literary adventure each week on the #LoveLearning landing page.

"Brightly is thrilled to partner with Lands' End on the #LoveLearning campaign and share book recommendations that will add fun, inspiration, and great reading memories to a child's summer," said Liz Kotin, Brightly's content director. "We hope our weekly book picks and discussion questions bring families together and nurture a lifelong love of reading."

### **Smart Back-to-School Looks and Offers from Lands' End**

Lands' End Kids love learning so much that they oftentimes wear it. From space tees to a love of animals for both boys and girls, this BTS season kids can wear a love of learning back to class. In celebration of National Summer Learning Day, regular-price Lands' End Kids graphic tees will be 50 percent off for one day only on July 13. In addition, each week a limited edition graphic tee will be introduced to coordinate with that week's science experiment. Visit [Landsend.com/LoveLearning](http://Landsend.com/LoveLearning) each week to collect all eight tees. \*Limited quantities are available.

### **Time To Get Out the Crayons**

From now until July 20, 2017, children ages 4 to 18 can create an original work of art to show how he or she loves learning. Reading, science, math, technology, swimming, riding a bike...the field is open. Kids may use whatever art medium they like best including digital, paints, markers and crayons.

Parent can submit their child's art at [Landsend.com/lovelearning](http://Landsend.com/lovelearning). The contest is divided into age groups: 4-6, 7-10, 11-14 and 15-18. All first, second, third and grand prize finishers will receive a free Lands' End backpack, lunch box and t-shirt personalized with their original artwork. Cash prizes of \$500, \$250 and \$100 will also be awarded to first, second and third place finishers and an overall grand prize winner will receive \$1,000 and a chance to have their artwork appear in an upcoming catalog.

For more information about the #LoveLearning campaign, visit [Landsend.com/LoveLearning](http://Landsend.com/LoveLearning).

### **ABOUT LANDS' END, INC.**

Lands' End, Inc. (Nasdaq:LE) is a leading multi-channel retailer of clothing, accessories, footwear and home products. We offer products through catalogs, online at [www.Landsend.com](http://www.Landsend.com) and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears® and standalone Lands' End Stores. We are a classic American lifestyle brand with a passion for quality, legendary service and real value, and seek to deliver timeless style for men, women, kids and the home.

URLs: [Landsend.com/lovelearning](http://Landsend.com/lovelearning)  
[Landsend.com/newsroom](http://Landsend.com/newsroom)

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