

Lee® Jeans Spotlights Local Woman Fighting Breast Cancer in Cause Campaign with the American Cancer Society®

MERRIAM, Kan., Jun. 03 /CSRwire/ - On the heels of National Cancer Survivors Day, Lee Jeans is proud to name Amy, a Kansas City resident currently fighting breast cancer, the 2013 Lee National Denim Day ambassador. On Friday, October 4, millions will join the Lee National Denim Day movement by putting on their jeans and donating \$5 to raise millions of dollars for the American Cancer Society's programs that help women like Amy rise above the disease.

Courageous and empowered, Amy is currently battling breast cancer. As an avid runner and triathlete, Amy was stunned when she was diagnosed with stage III breast cancer at the age of 40. Beginning chemotherapy in February of 2013, Amy continues to fight valiantly with the daily encouragement of her friends. Though she's powerful enough to complete an Iron Man competition, Amy attributes her persistence in her battle with breast cancer to her resilient team of supporters.

"When I first found out I had breast cancer, the first thing I did was turn to my friends and family for support. It's the little things they do, like helping me run errands, that keep me going," said Slater. "By joining together on Lee National Denim Day, we can all be a part of a nationwide support team to ensure no woman fights this disease alone."

The beneficiary for the 2013 Lee National Denim Day is the American Cancer Society®, the largest voluntary health organization in the United States and the leader in the fight to end breast cancer – and all cancers. The Society works to create a world without breast cancer by combining relentless passion with the wisdom of a century of experience in saving lives by helping people stay well and get well, by finding cures and by fighting back. This year, Lee National Denim Day hopes to contribute millions to the American Cancer Society as they celebrate their 100th birthday and pledge to finish the fight against cancer.

Net proceeds raised from Lee National Denim Day will benefit the Society's community-based programs, including lifesaving screenings and a free place to stay when breast cancer patients and their caregivers have to travel away from home for treatment.

Proceeds will also help fund the American Cancer Society's national research grants ongoing work to find new ways to find, prevent and treat breast cancer. The organization has contributed to nearly every cancer breakthrough in recent history. Their funded researchers have helped develop the drugs to treat advanced breast cancer and have shown that mammograms are the most effective form of detection. Today, one in every two women newly diagnosed with breast cancer reaches out to the American Cancer Society for help and support.

"Amy's fighting spirit is an inspiration to all who are touched by breast cancer," said Liz Cahill, vice president of marketing at Lee. "We are thrilled to partner with the American Cancer Society for the second year and stimulate millions into action to help forward our shared goal to help aid and empower those affected by the disease."

Starting today, groups and individuals can donate and sign up as a team by visiting Denimday.com or by calling 1.800.521.5533. To learn more about Lee National Denim Day, visit Denimday.com. To learn more about Lee National Denim Day's beneficiary, the American Cancer Society, visit cancer.org.

About Lee Jeans

Lee® Jeans is a division of VF Corporation. (NYSE: VFC). Headquartered in Merriam, Kan., Lee manufactures and markets brand denim, casual pants, shirts, fleece and knit apparel. A brand committed to the community, Lee Jeans founded Lee National Denim Day®, one of the largest single-day fundraisers for breast cancer. For more information about Lee, visit www.lee.com.

For more information, please contact:

Katy Maestas

Phone: 314.960.8640

source: CSRwire

03/06/2013