



# ATHLETA

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**FOR IMMEDIATE RELEASE**

**ATHLETA TO HOLD FASHION SHOW AUCTIONS IN PARTNERSHIP WITH  
CHARITY: WATER**

**PETALUMA, CALIF., OCTOBER 4, 2015**—The Gap, Inc. (NASDAQ: GPS)

announced today that its wholly owned Athleta brand is partnering with charity: water to put on a series of fashion shows across the country. The shows will be put on in an effort to raise money for charity: water, the non-profit organization bringing clean and safe drinking water to people in developing nations. Happening at eight different cities, the event will take place in mid-April and will offer guests the opportunity to be the first to see Athleta's new, fall line.

When interviewed about the event, Athleta CEO Art Peck said, "The fashion show auction with charity: water is a great way to further our mission and core values to 'do more than just sell clothes.' I am thrilled to be partnered with such an ideal nonprofit for

this event.” Peck also noted that the charity: water cause goes hand in hand with the previous philanthropic work of The Gap, Inc., through (PRODUCT) RED. Peck said, “In the past, we have been able to raise a generous amount of money toward the Global Fund to help finance AIDS programs in Africa. Now we can continue our efforts to bettering the health of people in developing nations by providing them with a source of clean and safe drinking water.” The event will be a great opportunity for Athleta to add some good to the launch of its new fall line.

Charity: water CEO, Scott Harrison, was equally as enthused about the upcoming event. “I think it’s amazing that a global company like Athleta wants to pair with us for this event,” said Scott, “It was my unfulfilling corporate lifestyle that led me to found charity: water in the first place, so it is great to see large corporations taking an interest in giving back by using their power beneficially.” When noted that both Harrison and Peck have been listed on the 100 Most Creative People in Business list by Fast Company, Harrison noted, “That’s amazing! I think that speaks volumes for both of our organizations in that, when partnered together, we can think outside of the box to bring good to our global community!”

The chain of events will kick off in San Francisco, California, home to Athleta headquarters, on April 15<sup>th</sup>. From here, the fashion show auction will move across the country, heading to Los Angeles next and finishing in Atlanta, Georgia. For specific dates and times, visit [www.athleta.com](http://www.athleta.com), where tickets will also be available for purchase. Each fashion show auction will include an open bar and light h’orderves, with donations gladly

accepted. As the models walk down the runway, guests are encouraged to bid on any outfits that they see and would like to purchase, with proceeds also going to benefit charity: water. At the end of the night, guests may head backstage to pick up their purchases. Celebrity ambassador Blake Lively will also be making a surprise appearance at one of the eight locations, so guests are encouraged to reserve their seats as soon as possible. At the selected event, Lively will speak about charity: water and walk the runway as a visiting model.

Lively was also interviewed for the event and said, “First of all, I would just like to say that as soon as my daughter is old enough I will be dressing her in Athleta. Athletic apparel has never been my thing, but I love to combine luxury with comfort, especially after becoming a mother, and Athleta shares the same idea. Athletic apparel is definitely a new trend, and I’m excited to have been asked to do this event by one of its forerunners.” On the topic of charity: water, Lively said, “On a more serious note, I still don’t ever get used to the fact that my being at an event can encourage other people to attend, but if means we can raise more money toward a great case, I’m all for it.” Lively also expressed that she cannot wait to meet many of her fans and spend a night among fashion and giving.

**ABOUT ATHLETA:** Athleta is a wholly owned brand of The Gap., Inc. (NASDAQ: GPS). Athleta has been the premier fitness apparel brand exclusively for women since 1998. With female athletes as its designers, Athleta creates versatile and fashionable performance and lifestyle apparel for the fitness-minded woman who lives life on the go.

Offering products that move with her throughout the day, Athleta strives to help her look as amazing as she feels. Athleta offers apparel and gear for a range of activities from yoga and spin to strength training and run as well as seasonal sports, including ski and tennis. Athleta apparel is sold in retail stores and across the country and online at [www.athleta.com](http://www.athleta.com).

**ABOUT CHARITY: WATER:** Charity: water is a non-profit organization that brings clean, safe drinking water to people in developing countries. Charity: water also provides education to the communities wherein these water projects lie, teaching about the importance and benefits of fresh water. 100% of all public donations go directly to the field to fund water projects. For more information, visit [www.charitywater.org](http://www.charitywater.org).

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