



Media Contacts:

Mary Kraft Staffing and HR Solutions • (410) 296-0655 • jessica@marykraft.com

FOR IMMEDIATE RELEASE

**Mary Kraft Staffing and HR Solutions
Puts on Their Blue Jeans to Fight Breast Cancer**

Employees participate in Lee National Denim Day, going casual for a \$5 donation and a great cause.

Lutherville, MD (September 23, 2009) Ð On Friday, October 2, Mary Kraft Staffing and HR Solutions will be coming together for a very special "casual Friday." As Lee National Denim Day moves into its fourteenth year, Mary Kraft is gearing up to participate in this grassroots program which has raised more than \$75 million for breast cancer research by simply asking the nation to put on their jeans for a \$5 donation to the Women's Cancer Programs of the Entertainment Industry Foundation (EIF).

Funds raised from participation in Denim Day will support:

- Groundbreaking research at Lee Translational Laboratories nationwide to find less toxic, more effective treatments.
- Development of an early detection blood test in collaboration with the Breast Cancer Biomarker Discovery Project.
- Grassroots advocacy work of the National Breast Cancer Coalition to help educate those faced with breast cancer.

In 2009, the program will also benefit the personal foundation of the 2009 Lead Ambassador Christina Applegate Ð the Right Action for Women Foundation. With this new layer, Mary Kraft's donations will be working even harder to fight the disease.

"We're always looking for interesting ways for our employees to get involved in fundraising activities," said Lisa Benson, Director of Staffing. "Lee National Denim Day is easy and fun to do. Everyone gets to wear jeans to work in exchange for a \$5 donation and the money helps fight breast cancer, a cause that is very important to many of our employees."

Mary Kraft will put their own twist to Lee National Denim Day by having a celebratory "Think Pink" luncheon to commemorate their fundraising accomplishments and further the message of the importance of early detection.

"Each year, we are thrilled to see how many great organizations like Mary Kraft come together across the country and donate to make this grassroots program a continued success," said Liz Cahill, Vice President of Marketing Communications for Lee Jeans. "This year is really special because we're able to give a portion of funds raised back to Christina Applegate's Right Action for Women Foundation, continuing the collaborative

spirit this program has embraced for 13 years, and we believe now more than ever, people need to believe in the power of giving back."

To learn more about the exciting projects funded by Denim Day, visit www.DenimDay.com.

About Mary Kraft Staffing and HR Solutions

Since 1989, Mary Kraft Staffing and HR Solutions has partnered with industry-leading healthcare, financial, commercial and service industry clients to increase productivity and drive cost savings through an array of flexible, cost-effective staffing and outsourced HR options. Each year, Mary Kraft's winning combination of industry-leading staffing expertise and high-quality talent enables hundreds of outstanding companies to respond to ever-changing business needs with unparalleled success. Mary Kraft is certified by the State of Maryland MDOT as a MBE, WBE and DBE, and by the city of Baltimore as a WBE. For more information, go to www.marykraft.com.

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.

The Entertainment Industry Foundation (EIF), as a leading charitable organization for the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Through its Women's Cancer Programs, EIF is funding some of the most promising breast cancer research, including Lee Laboratories nationwide focused on developing less toxic, more effective treatments and the Biomarker Discovery Project, a blood test for earlier detection of breast cancer.

For questions about EIF's Women's Cancer Programs and information about breast cancer, visit eifoundation.org or call 800-426-0010.

#