



## **Levi Strauss & Co. Commemorates World AIDS Day 2009 by Engaging Global Artists to move Consumers to Action**

### **Levi Strauss Foundation Announces \$2 million in grants to HIV/AIDS Organizations in 2009**

#### **Levi's® and Durex to Spread the Word through Levi's® Stores in India**

SINGAPORE, BANGALORE (November 30, 2009) - Levi Strauss & Co. continued more than 25 years of leadership on HIV/AIDS by commemorating World AIDS Day 2009 with support from pioneering artists around the world. The company launched a global website that spotlights the work of global artists' through their interpretation of World AIDS Day, and encourages consumers to "break the cycle" and "know your status" in the fight against HIV/AIDS. The Levi Strauss Foundation also announced \$2 million in grants in 2009 for organizations engaging in groundbreaking work on the pandemic.

John Anderson, CEO of Levi Strauss & Co. said, "The commitment to fight HIV/AIDS is woven into the fabric of our company from our workplace program to public policy advocacy to partnerships with non-profits around the globe. But World AIDS Day provides a unique opportunity to engage the Levi's® brand in creative ways to connect directly to our consumers around the world about this critical issue. The face of HIV/AIDS has changed over 25 years and we feel a responsibility to make sure that a new generation of young people understands that knowledge is power in fighting this global pandemic."

To commemorate World AIDS Day, Levi Strauss & Co. launched a global micro-site, [www.leviasiaworldaidsday.com](http://www.leviasiaworldaidsday.com), to leverage the power of innovative new artists to help provide education and resources to consumers around the world, with a focus on the youth population. Of the over 60 million people who have been infected with HIV, one-third of them are between the ages of 15 and 24. Of the 2.5 million people infected yearly, young people aged 15-24 account for more than 40 percent of new infections. Today, nearly 12 million young people are living with HIV/AIDS.

The company is using emerging and established artists to reach consumers through



art. The artist submissions will be featured in materials through a viral social media campaign aimed to encourage consumers to “Break the Cycle” and take positive action to challenge stigma and discrimination; or “Know Your Status” and get tested for HIV.

In Asia, Levi Strauss & Co. partnered with Yan Wei, an artist/illustrator from China whose art piece for World AIDS Day is featured on [www.leviasiaworldaidsday.com](http://www.leviasiaworldaidsday.com).

Yan Wei said: “I once read about the (HIV/AIDS) issue in a magazine that showed how some people had contracted the illness through different methods. An image of a mother really caught my eyes. I still remember her smile vividly. I want to express something really dark, messy and emotionally disturbing ... like a dark cloud `cycle' that can swallow anybody. I prefer that people can derive their own ideas from my work when they see it. This image will give them a lot of space to think about the issue.”

The Levi's® brand also partnered with artists across the globe, including Stefan Sagmeister in the U.S., and Matt Sewell, Mysterious AI, Pinky, and IHOK in Europe.

As part of the India leg of this global initiative, Levi's® has collaborated with Durex to roll out an HIV/AIDS awareness drive through select Exclusive Levi's® Stores. The first 100 consumers to buy Levi's® Jeans from these stores starting 01 Dec 2009, will be gifted a free condom pouch, along with 2 Durex Jeans condoms - encouraging them to Play Safe and practice safe sex.

In addition to the consumer campaign for World AIDS Day, Levi Strauss & Co. reinforced the long-time corporate commitment to preventing HIV/AIDS. In total, the Company and the Levi Strauss Foundation have provided US \$2 million in grant support for organizations around the globe in 2009.

- The Levi Strauss Foundation announced a total grant sum of US \$360,000 to non-governmental organization partners Asia Catalyst, International HIV/AIDS Alliance and PositiveVoices.net engaged in support, advocacy, legal and treatment work in China.
- Levi Strauss & Co. as part of the Clinton Global Initiative commitment it made in 2006, launched a global website focused on HIV/AIDS prevention for employees



that provides comprehensive education in an interactive way, information on the HIV/AIDS benefits available to them, as well as resources for HIV/AIDS services around the globe. By the end of 2011, this comprehensive employee education project will be rolled out in all global offices, and retail locations. Levi Strauss & Co. is also further exploring how to share these HIV/AIDS prevention tools with their suppliers, with a pilot underway in factories in Mexico.

Levi Strauss & Co. has been actively involved in the fight against HIV/AIDS since the beginning of the epidemic. As early as 1982, Levi Strauss' employees and executives started a grassroots educational effort that would quickly evolve into the first major corporate HIV/AIDS prevention initiative. Levi Strauss & Co. and the Levi Strauss Foundation have played a leadership role in the private sector response to the disease by developing workplace policies, practices and communications that have become a standard benchmark for businesses, non-profits and governments facing HIV/AIDS issues in the workplace.

Today Levi Strauss & Co. takes a comprehensive approach to HIV/AIDS that focuses on:

- **A global Employee HIV/AIDS Program.** Levi Strauss employees and their dependents are provided HIV/AIDS testing, treatment, and care services in locations where benefits are not already covered by existing company health plans or adequately provided by public health care systems.
- **Support for community organizations addressing HIV/AIDS with a focus on stigma and discrimination.** In 1983, the Levi Strauss Foundation became the first U.S. corporate foundation to address the HIV/AIDS epidemic. Since then, the Company and Foundation have contributed more than \$40 million in grants to HIV/AIDS service organizations in more than 40 countries with a focus on eradicating the stigma and discrimination against people living with HIV and those who are most vulnerable to infection.
- **HIV/AIDS prevention education with our consumers.** For more than a decade, Levi Strauss and Co. has also been commemorating World Aids Day by engaging employees and consumers. For the past several years, Levi Strauss South Africa has supported a campaign for HIV/AIDS awareness - Red For Life - targeting young people to take action to fight HIV/AIDS and promote testing among youth



populations across the country. The efforts have raised significant funds for one of South Africa's leading AIDS services and advocacy organizations.

- **Engaged leadership in promoting effective global public policy.** This year, Levi Strauss represented U.S. business as part of a U.S. delegation to the International Labor Conference to negotiate new ILO recommendations on addressing HIV/AIDS in the World of Work. Levi Strauss & Co. and the Levi Strauss Foundation also played significant roles in the International AIDS Conferences in Toronto in 2006 and Mexico City in 2008, presenting key results for addressing HIV/AIDS in the workplace, findings around insurance policy exclusions for the disease and supporting dialogue on human rights for people living with HIV/AIDS.

### **About Levi Strauss & Co.**

Levi Strauss & Co. is one of the world's largest branded apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers® San Francisco and Signature by Levi Strauss & Co.™ brands.

Levi Strauss & Co. reported fiscal 2008 net revenues of \$4.4 billion. The company's Asia Pacific Division was established in 1995 in Singapore. It comprises local subsidiary businesses, licensees and distributors selling its products in 39 countries in Asia Pacific and Southern Africa.

For more information, please visit <http://levistrauss.com> or <http://levi.co.in>.

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