



For Immediate Release

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**LEADING CHILDREN’S APPAREL RETAILER HANNA ANDERSSON PARTNERS
WITH RAISING A READER TO SUPPORT CHILDREN’S LITERACY**

**Percentage of sales will be donated to national nonprofit
that provides literacy programs for children across the country**

REDWOOD CITY, Calif., Aug. XX, 2014 – Hanna Andersson, one of the most popular manufacturers and retailers of quality children’s clothing, will be donating a portion of its profits to Raising A Reader, a national nonprofit organization that helps families across the country develop, practice and maintain literacy habits critical for a child’s success.

Beginning Aug. 18 and through the end of 2014, Hanna Andersson will donate 15 percent of profits from the sale of all organic striped long john pajamas, which has been one of the company’s signature and bestselling products for almost 30 years. For gift-giving purposes, a card about the donation and Raising A Reader will accompany the product.

“Hanna Andersson has a long history of helping children in need, including raising millions of dollars and donating clothing for a variety of worthwhile children’s causes,” said Gabrielle Miller, Ed.D., national executive director of Raising A Reader. “This campaign will result in countless children receiving books to read through our programs across the country. We are very pleased to be associated with such a socially conscious company.”

Consumers can purchase the organic striped long john pajamas at any of Hanna Andersson’s 37 retail stores, through catalogs or online at www.HannaAndersson.com. Retail stores will be displaying in-store signage about the partnership with Raising A Reader.

“Raising A Reader works tirelessly to provide young children with the literacy skills necessary for success in school and in life,” said Adam Stone, president & CEO of Hanna Andersson. “We are passionate about kids and reading, and are happy to be able to involve our customers and employees as Hanna helps make a difference in the lives of children across the country.”

Children all over the world love Hanna Andersson's legendary organic striped long john pajamas that are made from 100 percent organic rib knit cotton and feature super-smooth flat locks seams, ready-to-grow cuffs to keep the fit, a comfy encased stretch waist and are prewashed.

For over 30 years, kids have played and laughed in Hanna Andersson's clothing – which is often recognized by its classic bold stripe sleepwear, iconic dresses and tees. Since its beginning in 1976, the unique Swedish inspired brand has developed into one of the leading premium children's omni-channel lifestyle brands in the U.S. There are currently 37 Hanna Andersson retail stores and 9 outlet stores in 19 states. To learn more about Hanna Andersson or view product visit www.HannaAndersson.com.

Raising A Reader is a 501c3 charitable organization dedicated to helping families develop, practice and maintain literacy habits for children ages 0-8 that are critical for a child's success in school and in life. The Raising A Reader program is implemented through a network of community partners that comprise more than 2,500 locations across the country. Partners include public school systems, libraries, afterschool programs, community agencies and other organizations both public and private. Headquartered in Redwood City, California, Raising A Reader was founded in 1999 and has served more than 1.25 million families nationwide. More information is available at www.RaisingAReader.org.

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