

# Studley in the Community

Lee National Denim Day | National | October 2, 2009

**On October 2, Studley employees nationwide donned their favorite pair of jeans to raise money to support breast cancer research for Lee National Denim Day. In fact, Studley was one of the top 25 most successful fundraising Denim Day teams nationwide!**

## Studley's Participation

While it might have appeared that Friday, October 2, 2009 was a laid back day at work, it actually was just the opposite. It was a serious day of fundraising for a very important cause -- cancer research. For the fourth year in row, Studley employees in each of the firm's 19 U.S. offices wore jeans to work in lieu of the usual business attire in support of Lee National Denim Day, the largest single-day fundraiser for cancer research. As dictated by the fundraiser's guidelines, employees were entitled to wear denim to work in exchange for a minimum donation of \$5.

Lee Denim Day at Studley exudes the firm's entrepreneurial, over-achiever culture. In addition to wearing jeans, many offices held bake sales and other fundraising activities to maximize our donation to Lee National Denim Day. In 2009, we also held a national raffle for Kindle e-readers and Studley gift bags filled with a treasure trove of branded company goodies.

The day's total proceeds almost hit the \$11,000 mark (at \$10,420) and with Studley's matching funds, our total contribution to Lee Denim Day was \$20,840, contributing to the \$4 million raised on Denim Day by the organization last year. Lee National Denim Day has become a part of the fabric of our company. Each year, committees in each Studley office rally together to plan ways maximize our efforts for this worthwhile cause.

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## About Lee National Denim Day

Since its inception in 1996, Lee National Denim Day has raised more than \$80 million for the fight against breast cancer and unites nearly one million supporters each year nationwide. Sparked by a conversation between Lee employees about how in one form or another they had all been touched by breast cancer, Lee National Denim Day has grown to become one of the largest single-day fundraisers nationwide for breast cancer. Held the first Friday of October every year, Lee Jeans invites companies and individuals to go causal with them for a day allowing employees to wear jeans work in exchange for a \$5 donation.

Proceeds from Lee National Denim Day benefit the Women's Cancer Program of the Entertainment Industry Foundation (EIF). The EIF works with Lee Laboratories to find more effective and less toxic treatments for breast cancer and also benefits the National Breast Cancer Coalition offering individuals with breast cancer evidence-based information and trains advocates nationwide. Money raised also supports scientists working to develop a blood test for early detection of breast cancer know as the Breast Cancer Biomarker Discovery Project.

