

NORDSTROM

Nordstrom Announces First Donation From Treasure&Bond Brand; Names Girls on the Run as New Nonprofit Partner

February 12, 2015

SEATTLE, Feb. 12, 2015 /PRNewswire/ -- [Nordstrom](#) has announced its first donation from sales of Treasure&Bond, the company's private label, give-back brand -- \$185,000 to the nonprofit [Girls Inc.](#) Launched in June 2014, Treasure&Bond is rooted in denim and features updated classic wardrobe staples for women. Nordstrom donates five percent of net profits from the sale of the brand to organizations like Girls Inc. that are focused on empowering girls and young women.

"It's been great to see our customers connect with both the style and story behind the Treasure&Bond brand and in turn be able to make this first donation," said Mark Tritton, president of Nordstrom Product Group. "We were grateful to have an amazing first partner in Girls Inc., and look forward to seeing the impact that our customers' support of Treasure&Bond will have on the girls and young women who are a part of their programs."

"We're thankful for this donation from Nordstrom, which will enable us to reach even more girls as part of our mission to inspire them to be strong, smart, and bold," said Judy Vredenburg, president and CEO of Girls Inc.

Nordstrom has selected a new beneficiary organization to partner with through July 2015: [Girls on the Run](#). Founded in 1996, Girls on the Run teaches valuable life skills through a fun and engaging curriculum centered on interactive lessons and running. With 225 councils across the country, Girls on the Run has served nearly one million girls.

"Girls on the Run is a natural organization for Treasure&Bond to partner with as we move into 2015," said Tritton. "Through their inspiring programs, Girls on the Run will soon reach a milestone of one million girls served and we're excited that we're able to play a small part in helping them to achieve that."

"We're honored that we can work with Nordstrom and their Treasure&Bond brand in this exciting partnership," said Elizabeth Kunz, CEO of Girls on the Run. "We want all girls to recognize and activate their limitless potential and we are grateful that Nordstrom is helping us to fulfill our mission." Treasure&Bond is available in Nordstrom TBD departments and online at [Nordstrom.com](#). This spring, the brand will feature new denim washes, easy plaid shirts, worn in jean jackets, indigo affects and boyfriend influences for that cool girl, borrowed from the boys look.

Treasure&Bond product images can be found in the Nordstrom Press Room at <http://press.nordstrom.com/phoenix.zhtml?c=211996&p=irol-mediaKit>.

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ABOUT NORDSTROM

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 292 stores in 38 states, including 116 full-line stores in the United States and one in Canada; 167 Nordstrom Racks; two [Jeffrey](#) boutiques; and one clearance store. Nordstrom also serves customers online through [Nordstrom.com](#), [Nordstromrack.com](#) and private sale site [Hautelook](#). The company also owns Trunk Club, a personalized clothing service that takes care of customers online at [TrunkClub.com](#) and its five showrooms. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

ABOUT GIRLS INC.

Girls Inc. inspires all girls to be strong, smart, and bold, providing more than 138,000 girls across the U.S. and Canada with life-changing experiences and real solutions to the unique issues girls face. Girls Inc. gives girls the right tools and support to succeed, including trained professionals who mentor and guide them in a safe, girls-only environment, peers who share their drive and aspirations, and research-based programming. At Girls Inc., girls learn to set and achieve goals, boldly confront challenges, resist peer pressure, see college as attainable, and explore nontraditional fields such as STEM. Informed by the experiences of girls and their families, Girls Inc. works with policymakers to advocate on key legislation and initiatives. With Girls Inc. in her corner, every girl can be healthy, educated, and independent. Learn more at www.girlsinc.org.

ABOUT GIRLS ON THE RUN

Girls on the Run is an empowerment program for girls in 3rd-8th grade, giving them skills and experiences to navigate their world confidently and to unleash their limitless potential! Using engaging lessons and fun movement activities, the curriculum is taught by certified Girls on the Run coaches and helps each girl understand and celebrate herself, value relationships and teamwork, and realize her power to impact the world! Learn more at

www.girlsontherun.org.

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/nordstrom-announces-first-donation-from-treasurebond-brand-names-girls-on-the-run-as-new-nonprofit-partner-300035080.html>

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