# Old Navy Launches ONward! Tee Collection Designed by Boys & Girls Club Kids

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This back-to-school season, Old Navy is launching its first-ever collection designed by kids, for kids. As the #1 graphic tee brand for the family, these tees represent Old Navy's mission to change the conversation on the playground[i]. These positive messages are for the next generation to wear proudly in support of empowerment, acceptance and individuality.

The ONward! Capsule Collection features drawings from Boys & Girls Club of America members (ages 8-12) with empowering phrases such as "I Am the Future," "I Am Unstoppable," and "Kind Heart." Additionally, the brand will offer tees with uplifting messages that were inspired by a design session held at the Don Fisher Boys and Girls Clubhouse in San Francisco. The accompanying tees include phrases such as "Lift Each Other Up" and "Limitless." Old Navy will donate $50,000 to Boys & Girls Clubs[ii] in honor of the special collection, available online and in stores.

"The back-to-school season represents a time of new beginnings and fresh starts. At Old Navy, we believe that people give style power, so we worked closely with kids from Boys and Girls Clubs to develop empowering designs that will help kids feel and look their best as they start the new school year," said Sarah Holme, Executive Vice President of Design, Old Navy. "The designs that these kids created represent the hopes and dreams of the next generation, and we're so inspired by the future they want to create."

That Girl Lay Lay

To celebrate the collection, Old Navy teamed up with talented 12-year-old rapper Alaya High, @ThatGirlLayLay, the youngest female rapper ever signed to a major record label, to record a music video inspired by the tees. In the video, Lay Lay's rap encourages students to be unstoppable on the first day of school, outfitted in tees from the ONward! capsule collection. Alaya is also featured in Old Navy's back-to-school television campaign. Visit OldNavy.com/backtoschool to view the video and follow @OldNavy for bonus content with That Girl Lay Lay.

**Donation Drive**

During the peak back-to-school shopping season, Old Navy is asking the community to help raise $1 million for Boys & Girls Clubs. From August 1 to August 14, Old Navy will match customer donations made at stores in the U.S. and Canada up to $300,000[iii]. Old Navy also has an evergreen donation functionality for online customers, who can choose to donate during checkout at OldNavy.com to further support Boys & Girls Clubs through Old Navy's community platform ONward!.

Through ONward!, Old Navy partners with nonprofits to empower the next generation with real-world skills, training and job opportunities to make a difference in our communities and blaze a path forward to a brighter future. For over 15 years, Old Navy has partnered with Boys & Girls Clubs to help turn learners into leaders and provide first job training through the This Way Ahead internship program. Old Navy donated over $2 million to Boys & Girls Clubs in 2018 and is on track to match its fundraising in 2019. Learn more at OldNavy.com/ONward.

**About Old Navy**

Old Navy is a global apparel and accessories brand that makes current American essentials accessible to every family. Originated in 1994, the brand celebrates the democracy of style through on-trend, playfully optimistic, affordable and high-quality product. A division of San Francisco-based Gap Inc. (NYSE: GPS), Old Navy brings a fun, energizing shopping environment to its customers in more than 1,100 stores around the world. For more information, please visit

[i] Old" class="redactor-autoparser-object">www.oldnavy.com.

#####re... Navy is the #1 brand of graphic tees sold in the US according to NPD market share data, as of June 2019.
[ii] Donation will benefit BGCA and BGCC.
[iii] Old Navy will match total in-store customer donations to BGCA and BGCC up to $300,000. The match will be divided proportionally between BGCA and BGCC based on the donations received in US

and Canadian stores, respectively.

## Company Contact:

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