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WOOLRICH ELITE SERIES TACTICAL DONATES \$7,000 TO WOUNDED WARRIOR PROJECT

Portions of “Freedom Throw” Blanket Sales Benefit Non-Profit Organization Improving Lives of Injured Service Men and Women

WOOLRICH, Pa. (November 11, 2009) – Less than a year after introducing the “Freedom Throw” wool blanket, Woolrich Elite Series Tactical announces it has donated \$7,000 to the Wounded Warrior Project (WWP), www.woundedwarriorproject.org, a non-profit organization that honors and empowers wounded warriors. WWP provides veterans suffering from post-traumatic stress disorder, combat stress, or who have been physically injured with beneficial programs and a network of support from like service members.

“We are proud to be able to contribute to such a worthy cause,” said Jerry Rinder, vice president of sales and marketing for Woolrich Elite Series Tactical. “Woolrich has a long history serving the military, dating back to the Civil War. We feel it’s important to continue that tradition, and the Wounded Warrior Project is a natural partnership. It’s a crucial element in the recovery of our injured service members and their families.”

“Wounded Warrior Project is thankful for this support from Woolrich Elite Series Tactical,” said Executive Director Steven Nardizzi. “Our goal is to ensure this generation of veterans is the most successful and well-adjusted in our nation’s history, and with this generous donation from Woolrich we can continue this important work.”

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The “Freedom Throw” is handcrafted in the Woolrich woolen mill in Woolrich, Pennsylvania in a red, white, and blue design inspired by the American flag. The throw, \$100.00, is 84 percent wool and 16 percent nylon.

The “Freedom Throw” is available from Woolrich Elite Series Tactical retailers nationwide. Information on the complete Elite Series Tactical line and a list of authorized retailers can be found at www.WoolrichEliteSeriesTactical.com.

About Wounded Warrior Project – Wounded Warrior Project (WWP) is a non-profit organization whose mission is to honor and empower wounded warriors. WWP serves to raise awareness and enlist the public’s aid for the needs of severely injured service men and women, to help severely injured service members aid and assist each other and to provide unique, direct programs and services to meet their needs. For more information on Wounded Warrior Project visit www.woundedwarriorproject.org for further updates and news.

About Woolrich – Established in 1830, WOOLRICH® is the authentic American brand that embraces the outdoor lifestyle. Trusted by generations of loyal consumers, THE ORIGINAL OUTDOOR CLOTHING COMPANY™, Woolrich, continues a tradition of quality and value. A brand known worldwide, Woolrich products include functional, comfortable and durable men’s and women’s sportswear and outerwear, and accessories. The Woolrich Elite Series Tactical line was developed by working closely with military, law enforcement and private security communities. Their input, combined with Woolrich’s apparel expertise, led to the creation of clothing that performs under demanding and specialized needs.

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