

FOR IMMEDIATE RELEASE



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## **Wrangler Rugged Wear® Launches Web Site Contest for Outdoor Writers** *Adventures Contest Looks for the Best Outdoor Adventure in Which the Clothes Make the Story*

**GREENSBORO, N.C.** (April 21, 2008) - Wrangler Rugged Wear®, the clothing brand that is "Geared for the Outdoors," has announced a monthly contest for outdoor writers searching for the best personal essay about a favorite outdoor adventure. But not just any story. Wrangler wants to know how clothing plays a role.

Winning essays will be posted on the Wrangler Rugged Wear Web site, [www.wrangleruggedwear.com](http://www.wrangleruggedwear.com), and the company will award each monthly winner a certificate for three jeans and shirt outfits.

Winners will be announced monthly starting in July 2008. All outdoor communicators who belong to an association of outdoor communicators in the U.S. or Canada are eligible to submit one essay of 150-200 words per year.

Winning essays will be retired from competition but others will be automatically entered into the next month's contest until the end of the year in which they were submitted.

Garments with the Wrangler Rugged Wear label are designed for function, comfort and durability and sold through specialty retailers to anglers, hikers, campers, climbers, backpackers, paddlers, peddlers and other outdoor enthusiasts. The catalog includes a collection of shirts, jackets, pants and jeans, including the well-known Angler Pant with tool pockets and a "kill switch loop" to attach the engine cutoff lanyard on high speed outboards.

"The Wrangler Rugged Wear brand is a lifestyle brand that is durable enough for an expedition, yet comfortable enough for a backyard barbeque," said Victoria Kearns, Sr. Marketing Communications Manager, Wrangler Specialty Apparel.

Outdoor writers may obtain contest entry instructions and rules by emailing Bill AuCoin, [wmaucoin@verizon.net](mailto:wmaucoin@verizon.net).

Wrangler Rugged Wear garments are sold through specialty retailers such as Tractor Supply Co., Cabela's, Capra's Sporting Goods and Gander Mountain. For more information regarding these Wrangler products or to locate the nearest retailer visit [www.wrangler.com](http://www.wrangler.com) or call 1-888-784-8571.

### About the Company

VF Corporation is a leader in branded lifestyle apparel including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include Wrangler®, Lee®, Riders®, The North Face®, Vans®, Reef®, Napapijri®, Kipling®, Nautica®, 7 For All Mankind®, John Varvatos®, JanSport®, Lucy®, Eastpak®, Eagle Creek®, Lee Sport®, Majestic® and Red Kap®.

VF Corporation's press releases, annual report and other information can be accessed through the company's home page, [www.vfc.com](http://www.vfc.com).

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### ***SIDEBAR: Instructions***

*With Outdoor Writers Essay Contest*

### ***Entry information for Wrangler Rugged Wear Contest***

NAME: Wrangler Rugged Wear Adventures Essay Contest

**ASSIGNMENT:** Write a story about your favorite outdoor adventure and how clothing played a role in its success.

**WHO CAN ENTER:** All outdoor writers and broadcasters who belong to an association of outdoor communicators in the U.S. or Canada.

**LENGTH:** From 150 to 200 typewritten words on one side of an 8.5 X 11 page.

**HOW TO ENTER:** Send your typewritten entry to Wrangler Rugged Wear Adventures, 5253 Dover St. NE, St. Petersburg, FL 33703. Attn: Bill AuCoin. (Note: Each person may submit only one entry in any year.)

**WINNERS:** Wrangler Rugged Wear will periodically select and announce one winner each month starting after July 31, 2008. Entries not selected will remain eligible for the contest until the end of the year in which they were submitted. Wrangler Rugged Wear reserves the right not to select a winner on any given month and may discontinue the program at any time.

**PRIZES:** Each winner will be awarded a certificate for three pants or jeans and three shirts from Wrangler Rugged Wear.

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