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Emily Grey Wins Wrangler Rugged Wear® Adventures Essay Contest
Virginia outdoor writer salutes function of Middle Eastern garments

GREENSBORO, N.C. (Dec. 15, 2009) – Emily Grey of Onancock, Va. and member of the Virginia Outdoor Writers Association, won the *Wrangler Rugged Wear*® Adventures Essay Contest in October for her essay “Jordan Crossing.” Her essay described why she still treasures the traditional head and shoulder apparel she wore while visiting the Hashemite Kingdom of Jordan.

In her essay, Grey described Jordan's scorching desert sun and how her wardrobe protected her from sandstorms. Grey's attire helped her blend in with the native people and transport to a surreal where she rode a horse and chariot, lived like Indiana Jones and envisioned Lawrence of Arabia... or was it a mirage, Grey wonders? Now, her treasured headwear is stored safely away until she returns to Jordan one day. .

To read Grey's entire winning essay that earned her three jeans and shirt outfits courtesy of Wrangler Rugged Wear, please visit www.wrangleruggedwear.com. Wrangler Rugged Wear Adventures Essay Contest is open to all members of an association of outdoor communicators in the U.S. or Canada. To enter, writers can submit one essay of 150 to 200 words per year recounting their favorite outdoor adventure in which clothing played a successful role. To obtain complete contest entry instructions and rules, e-mail Bill AuCoin at wmaucoin@verizon.net.

Garments with the Wrangler Rugged Wear label are designed for function, comfort and durability. Wrangler Rugged Wear is sold through specialty retailers such as Cabela's, Tractor Supply Co., Capra's Sporting Goods and Gander Mountain to anglers, hikers, campers, climbers, backpackers, paddlers, peddlers, and other outdoor enthusiasts. For more information regarding these Wrangler products or to locate a retailer near you, visit www.wrangleruggedwear.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.

SIDEBAR: Entry instructions

Entry Information for Wrangler Rugged Wear 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: Mail 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.) On the same page, enter your full name, byline, mailing and shipping addresses, and list the outdoor writer organization(s) of which you are a member.

WINNERS: Wrangler Rugged Wear will periodically select and announce one monthly winner. 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 good for three pants or jeans and three shirts from Wrangler Rugged Wear.

OWNERSHIP RIGHTS: Your essay is your property. You own the copyright. You deserve all the credit. However, winners also grant Wrangler the rights to publish their essays and/or to grant others the right to publish their winning essays online.

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