

LEVI STRAUSS FOUNDATION AND LEVI STRAUSS INDIA DONATE US \$42,000 IN HUMANITARIAN GRANTS TO HELP VICTIMS IN INDIA

INDIA (October 2009) -The Levi Strauss Foundation and Levi Strauss India today announced a total combined donation of about US\$42,000 (Rs 20 lacs) towards victims affected by recent floods in India's southern states of Andhra Pradesh and Karnataka.

The Foundation has pledged US\$30,000 to Oxfam America, a humanitarian organization working to provide relief to flood victims in India. In addition, employees from Levi Strauss India have voluntarily donated up to a full day's salary to India's Chief Minister's Relief Fund through the Bangalore Chamber of Industry and Commerce (BCCI). The donation from employees is being matched by the company, bringing the total contribution from Levi Strauss India to the relief fund to more than US\$12,000.

“The floods in the two Indian states have had a devastating impact on the lives of the people there, and we have a responsibility to help where we can. The grant from the Levi Strauss Foundation will go towards providing immediate support to those who need it most,” said Daniel Lee, Executive Director of Levi Strauss Foundation.

On September 30, the southern states of Andhra Pradesh and Karnataka experienced the worst floods in decades, killing 220 and devastating more than two million people. In many locations, flood waters continue to inundate large tracts of land, villages and towns.

Oxfam will be working with local partners to provide immediate assistance to victims by implementing water, sanitation and hygiene focused programmes to minimize public health risks in the affected areas.

“We are all moved by the impact of this disaster on India and strongly feel the need to help. Our employees have been forthcoming and generous in their donation to this cause, and we want to acknowledge and support their efforts by matching their dollar contributions in aid of the victims of the flood and their families,” said Suman Chatterjee, Country Manager, Levi Strauss India.

The Chief Minister's Relief Fund is set up by the government of India. It benefits the needy who are in distress due to loss of properties and sources of livelihood resulting from various reasons including natural calamities, health problems and death in the family.

For nearly 60 years, the Levi Strauss Foundation has been committed to bettering global communities where the company has a business presence. The foundation has been active in reaching out to needy communities in India since 1996, collaborating with local non-governmental organizations on HIV/AIDS, workers' rights and asset-building issues. The company has a long history of supporting disaster relief dating back to the Great Fire of 1871 in Chicago. Since 2001, Levi Strauss & Co., together with the Levi Strauss Foundation, has given nearly \$3 million in disaster relief grants.

About the Levi Strauss Foundation

Established in 1952, the Levi Strauss Foundation is an independent private foundation that provides grants to community based organizations working to create meaningful social change. The Foundation funds programs worldwide that advance the human rights and well-being of underserved people where Levi Strauss and Co. (LS&Co.) has a business presence. Levi Strauss Foundation giving is guided by a belief in empowering individuals and communities; a resolve to address social biases and inequalities and their impact on people and communities; and a commitment to work with other funders and encourage the collaborative efforts of its grantees.

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