



**Media Contacts:**

Fruit of the Loom, Kirby Jordan (270) 935-4289, kirby.jordan@fotlinc.com

**FRUIT OF THE LOOM, EL SALVADOR, SUPPORTS EYE HEALTH FOR CHILDREN AND LOCAL COMMUNITY MEMBERS**

**EL SALVADOR, Nov. 12, 2015** – Fruit of the Loom, El Salvador, recently launched several campaigns to benefit the health of their local employees, their families, and citizens of the community. The first event, held on Oct. 27, was donned as a “Day of Eye Care” at the local Las Arboledas elementary school, sponsored by Fruit of the Loom El Salvador’s Santa Ana plant. Forty-two children benefitted from this activity, including education on eye health, free eye exams and free pairs of prescription eye glasses.

“The eye glasses will be of great benefit in their learning,” said David Quinonez, Principal of Las Arboledas Elementary School in El Salvador. “They will now be able to copy their lessons, read, understand and interpret their readings, and greatly improve their entire academic performance in general; this will allow them to achieve better grades and improve their quality of life at school and at home. It will also help to improve their overall self-esteem and confidence in their abilities.”

The second event, a Children’s Heath Fair, was also conducted on Oct. 27 and directly benefitted the children and relatives of Fruit of the Loom, El Salvador, employees. Fifty pairs of prescription eye glasses—courtesy of ASPROSAL, a local optometrist—were delivered by El Salvador representatives to employees and their families.

On Nov. 14, a second Children’s Health Fair will be held, with twenty-five additional pairs of prescription eye glasses to be delivered to employees’ children and relatives in need. Overall, Fruit of the Loom, El Salvador’s recent eye health campaign initiatives have benefitted a total of 117 children, teens and relatives in need of eye glasses.

**About Fruit of the Loom, Inc.**

Fruit of the Loom, Inc. is a global pioneer, specializing in the design, manufacture, and marketing of a number of iconic family apparel, athletic apparel, and sporting equipment brands including Vanity Fair®, Fruit of the Loom®, Spalding®, and Russell Athletic®. Each of our brands practice the relentless pursuit of better, by striving to create innovative apparel and equipment that fits well, feels great and helps make amazing things possible. Fruit of the Loom, Inc., a wholly owned subsidiary of Berkshire Hathaway, actively seeks ways to be best-in-class in social and environmental responsibility in the communities it serves around the world. For more information, visit [fruit.com](http://fruit.com).

# # #