



AMERICAN EAGLE  
OUTFITTERS

NEWS RELEASE

## Aerie Partners With the National Eating Disorders Association (NEDA) for Fourth Annual Campaign

2/15/2018

**Strong. Beautiful. Me.** is an exclusive, limited-edition collection available at Aerie with 100% of sales benefitting NEDA

NEW YORK--(BUSINESS WIRE)-- Beginning with its commitment four years ago to stop retouching models, **Aerie**, a lifestyle brand offering intimates, apparel, activewear, and swimwear, is continuing to support the body positivity movement through its **Strong. Beautiful. Me.** campaign. The campaign, which supports the **National Eating Disorders Association (NEDA)**, will run in stores and online from February 15 through March 19.

"Aerie has been a wonderful supporter, and we are grateful to be collaborating with them again for the **Strong. Beautiful. Me.** campaign in honor of National Eating Disorders Awareness Week," said **Claire Mysko, CEO of NEDA**. "By championing body diversity, Aerie is encouraging women and girls to live authentically. Body dissatisfaction is a key contributor to the development of eating disorders, and we thank Aerie for helping to create a culture where all kinds of bodies are celebrated."

Since its inception in 2014, #AerieREAL has grown from a no retouching campaign into a movement focused on female empowerment and embracing your real self.

"We proudly support NEDA's mission as we stand together to empower women to be their authentic, real selves," said **Jennifer Foyle, Aerie Global Brand President**. "The four-year partnership has been an incredibly rewarding and important experience for Aerie, our customers, and our team. We look forward to working with NEDA once again to help women feel confident in their own skin."

Aerie customers can join the movement and support the partnership in Aerie stores, at Aerie.com and through social media:

- Aerie will sell limited-edition Strong. Beautiful. Me. tees and undies with 100% of sales benefitting NEDA. Purchases can be made both online and in stores.
- During #NEDAwareness Week, February 26 – March 4, Aerie will match customers' donations made in stores (up to \$10,000).
- Customers can participate in exclusive DIY experiences in select stores by making a donation to NEDA.
- Aerie will donate \$1 (up to \$25,000) to NEDA for every unretouched swim photo shared on social media with #AerieREAL from now until July 4.
- Throughout this year, Aerie will sponsor more than 80 NEDA Walks across the country. Learn more at [www.nedawalk.org](http://www.nedawalk.org)

## About Aerie

Aerie, a brand of American Eagle Outfitters, Inc., is a lifestyle brand offering intimates, apparel, activewear and swim collections. With the #AerieREAL™ movement, Aerie celebrates its community by advocating for body positivity and the empowerment of all women. Aerie believes in inspiring customers to love their real selves, inside and out. Retouching free since 2014. Visit [www.aerie.com](http://www.aerie.com) to learn more. Let the Real You Shine.™

## About AEO, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories, intimates, and personal care products at affordable prices under its American Eagle® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China and Hong Kong, and ships to 81 countries worldwide through its websites. Merchandise is also available at more than 200 international locations operated by licensees in 24 countries.

## About the National Eating Disorders Association

The National Eating Disorders Association (NEDA), headquartered in New York City, is the leading U.S. non-profit organization supporting individuals and families affected by eating disorders. NEDA serves as a catalyst for prevention, cures and access to quality care. Each year, NEDA helps millions of people across the country find information and appropriate treatment resources through its toll-free, live helpline, its many outreach programs and website. NEDA advocates for advancements in the field and envisions a world without eating disorders. For

more information, visit [www.MyNEDA.org](http://www.MyNEDA.org)

For Information and Treatment Options, Visit [www.MyNEDA.org](http://www.MyNEDA.org)

Or Contact NEDA's Live Helpline: 800-931-2237

Monday – Thursday, 9 a.m. – 9 p.m. (EST)

Friday, 9 a.m. – 5 p.m. (EST)

View source version on businesswire.com: <http://www.businesswire.com/news/home/20180215005064/en/>

Source: American Eagle Outfitters, Inc.

**NEDA**

Vicki Greenleaf, 323-660-5800

[vgreenleaf@nationaleatingdisorders.org](mailto:vgreenleaf@nationaleatingdisorders.org)

or

**Aerie**

Olivia Messina, 412-432-3300

[LineMedia@ae.com](mailto:LineMedia@ae.com)