

# EXPRESS

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## **“HIT THE ROAD TXT L8TR” EXPRESS PARTNERS WITH RADD FOR AN ANTI-TEXT DRIVING AND DENIM FALL 2009 CAMPAIGN**

(July 6, 2009) This summer **EXPRESS** will take its road safety message to the masses and partner with **RADD** (Recording artists, Actors and Athletes Against Drunk Driving) & **ELLE** to create awareness amongst tens of million of teens and young adults on the dangers of texting while driving. A compelling print campaign and online video PSA will feature a range of young Hollywood talent including **Ciara, Jesse McCartney, Scout Taylor-Compton and Brea Grant**. Photographed against the LA skyline and dressed exclusively in Express' Fall 2009 collection, the campaign will bring a relevant and cool vibe to a very serious issue facing this demographic: Driving responsibility and exercising control on the road.

“The Express customer is connected to the world through their phones and handheld communication devices -- mostly via text messaging. And while it's one thing to text and shop, it's an entirely different issue when people are doing it on the road, and that's what made this a really easy cause to get behind,” said Michael Weiss, president and chief executive officer of Express.

Adds Weiss, “July and August are a time when the Express customer is road tripping and enjoying long summer days. That's why we wanted to make the message impactful while keeping the tone as fun and upbeat as possible.”

RADD General Manager Robert Pineda commends Express for the breadth of the campaign's outreach, saying “RADD appreciates Express for being an exemplary cause-marketing partner that's using its influence to reach a young demographic through social media as well as retail stores and the pages of ELLE.”

The Print campaign will appear exclusively in the August issue of Elle Magazine while the video PSA (launching on July 6, 2009) will be featured on Express.com. In addition to featuring the above talent, Express will offer a promotion to anyone who views a PSA featuring the above mentioned celebrities and agrees to the terms of RADD's responsible driving guidelines with a simple click (“I will not text and drive oath”). This will also allow them to download a voucher entitling them to a free limited edition GWP T shirt when they make any denim purchase in store or online while supplies last throughout the month of August. Through these websites, various online channels, Express' 570+ US retail stores and direct mail presence, the EXPRESS/RADD message will be heard by over 30 million people.

As a further extension, Express and Elle will be staging the **FANTASY RIDE CONTEST**, inviting people to submit an image of themselves showcasing their best personal style. One lucky winner will be selected by a panel of Express and Elle judges to win a trip to attend a

Ciara concert with backstage access, a \$500 Express gift card and the opportunity to blog on behalf of Elle.com. Customers will also be able to text their vote once 10 finalists have been identified. Additionally, three runner ups will be selected to win \$250 Express gift cards. The Contest will run from July 6<sup>th</sup> through August 31<sup>st</sup>.

## **VISION**

- Advocate the use of designated drivers, public transportation, seatbelts and safe driving through control behind the wheel, making responsible behavior the norm, today rather than tomorrow
- Through edutainment, RADD and Express are dedicated to raising awareness: saving lives and reducing injuries
- Reach out to young adults 21-34 and teens 13-18 in a non-judgmental, hip and positive way

## **EXPRESS**

Express is the preferred young, sexy, and sophisticated designer brand for fashion-forward young women and men and all their lifestyle occasions. From casual to dressed-up, Express offers unparalleled style authority. Express operates over 570 retail outlets in the United States and generates \$1.8 billion in sales annually.

## **RADD**

'The Entertainment Industry's Voice for Road Safety' formally known as Recording Artists, Actors and Athletes Against Drunk Driving which was founded in 1986, is an internationally recognized non-profit organization that empowers celebrities, media partners and socially conscious supporters to create positive attitudes about road safety. Celebrities such as Justin Timberlake, Gwen Stefani, Black Eyed Peas, Destiny's Child, Jessica Alba, John Mayer, Ryan Seacrest, Bret Michaels, Eve, Nick Lacey, Nick Cannon, Michelle Trachtenberg, Faith Hill, Elton John, Shaq, Gavin DeGraw, LeAnn Rimes, Paul Walker, Jaime Pressly, Barry Bonds and Tony Hawk to name a few, have become celebrity supporters of RADD over the years.

## **ELLE**

ELLE is the #1 global fashion magazine, with 42 editions, 23 million readers, and 6 million copies sold per month worldwide. It is also the foundation of numerous brand extensions, including ELLE Décor (24 editions), ELLE A Table (five editions), and ELLE.com (27 websites with 11 million unique visitors). The U.S. edition reaches an audience of 5.3 million readers, who find in ELLE a rich mix of high and low that leads the reader to discover her personal style.

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