

Levi's asks you to get rid of your jeans

Levi Strauss SA is asking customers to recycle their jeans in its "Get Rid of your Jeans for Good" campaign. Donate any pair of jeans to your local Levi's store in return for a discount off a new pair. Money raised will go to charities working with HIV/AIDS sufferers.



Last year this initiative enabled Levis to donate 11 834 pairs of jeans to people in need.

For one month, until 8 November, 2010, consumers will be able to bring their old pairs of jeans - any brand, colour, style or size, as long as they are still wearable - to any Levi's store. For every pair of suitable jeans that are donated, you will receive a voucher that entitles you to a discount of either R100 or R150 off your next purchase of Levi's jeans. All jeans collected will be donated to two very worthy charitable organisations who support communities affected by HIV/AIDS.

National Strategic Plan

Kheth'Impilo's mission is to support the South African Department of Health in achieving the goals outlined in the National Strategic Plan for the scale up of quality services for the management of HIV/AIDS in the Primary Health Care sector. The Topsy Foundation seeks to address the effects of HIV and AIDS by intervening in the lives of individuals infected and affected by HIV and AIDS, as well as addressing the plight of affected children, by attending to their basic needs. Levi Strauss has a long history of giving back to the communities in which its jeans wear is produced and sold, so this campaign is a natural extension of the company culture.

"Ubuntu" Award

"Levi Strauss & Co has a proud history of being actively involved in many corporate social responsibility initiatives and was recently acknowledged for this when winning the 'Ubuntu' Award at the 2010 Loerie Awards," said Debbie Gebhardt, Levi's marketing director. "The company is very aware of the social, health and environmental challenges that our world faces and is committed to developing a business model that is sustainable in every way."

For more details, listen out for the ads on YFM, Heart FM and Good Hope FM or go to the Levi's website www.levi.co.za.