

# NORDSTROM

## Nordstrom Announces Largest-Ever Donation Through Treasure&Bond Give-Back Brand

February 6, 2017

**Also names YWCA USA and Canada as the brand's 2017 nonprofit partners**

[Multimedia Press Kit](#)

SEATTLE, Feb. 6, 2017 /PRNewswire/ -- Nordstrom today announced its latest donation from Treasure&Bond, the company's give-back brand that donates 2.5% of net sales to nonprofit organizations empowering youth. The \$719,000 donation to Big Brothers Big Sisters of America and Canada marks the largest gift to-date from Nordstrom through Treasure&Bond, and brings its total donation from sales of the brand to more than \$1.4 million since 2014.

"Treasure&Bond has been a great way for us to give back to nonprofits in the communities we support and the brand's purpose, as well as its laid-back, Americana aesthetic has really resonated with our customers," said Jennifer Jackson Brown, president of Nordstrom Product Group. "Thanks to our customers, Nordstrom has been able to bring Treasure&Bond into more departments throughout the store, which enables us to give even more to organizations that are doing such important work to support young people."

"We've got a lot of exciting things planned for 2017 that we believe will help us better connect with our customers and further increase the charitable impact of Treasure&Bond," continued Jackson Brown. Currently found in Women's, Men's and Girls' apparel, Women's and Girls' shoes, Soft Accessories, Jewelry and Hosiery departments, in 2017 Treasure&Bond will be expanding to include Boys' apparel later this year. The spring collection will continue to focus on a classic, all-American aesthetic, but with a reworked, lived-in twist. Customers can expect to find lots of easy-to-wear pieces that can be layered for an effortless, casual look – soft tees, worn-in button-downs, cozy sweaters and must-have denim favorites.

The company also announced that from February 1, 2017 through January 31, 2018, Treasure&Bond will support the efforts of YWCA associations in the United States and Canada. In the U.S., funds will support YWCA USA's TechGYRLS initiative, which works to raise interest, confidence, and abilities in science, technology, engineering, arts and math (STEAM) among girls aged nine to 12. Annually, 260,000 girls, children, youth and teens are building their futures at YWCA through programs including girls' empowerment, TechGYRLS and other STEM programs. Eight-nine percent of TechGYRLS participants reported an increase in their self-esteem and that same percentage identified at least three non-traditional careers they could attain. Seventy-two percent of those served in YWCA girls' empowerment, children's, youth and teen programs have incomes at or below the federal poverty level.

"TechGYRLS teaches girls how to use technological tools and enhance their critical thinking and problem-solving skills," said Tycely Williams, vice president of development, YWCA USA. "The program offers girls a supportive environment in which to enhance their curiosity and overall knowledge in the areas of design, animation, programming and robotics. We also know that exposure to this type of programming provides girls with the confidence and skills they need to achieve excellence in any profession they chose to pursue. We are thrilled to have Nordstrom support this effort."

Treasure&Bond will support various YWCA youth programs in Canada.

Treasure&Bond is available in Nordstrom stores and online at Nordstrom.com. Product images can be found on the [Nordstrom Press Room](#).

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### **About Nordstrom**

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 349 stores in 40 states, including 123 full-line stores in the United States, Canada and Puerto Rico; 215 Nordstrom Rack stores; two [Jeffrey](#) boutiques; and two clearance stores. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#) and [Hautelook](#). The company also owns Trunk Club, a personalized clothing service serving customers online at [TrunkClub.com](#) and its seven clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

### **About YWCA USA**

YWCA USA is on a mission to eliminate racism, empower women, and promote peace, justice, freedom and dignity for all. The organization is one of the oldest and largest women's organizations in the nation, serving over 2 million women, girls, and their families each year. Learn more: [www.ywca.org](http://www.ywca.org).

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