

# NORDSTROM

## Nordstrom Announces Big Brothers Big Sisters As Nonprofit Partner For Nordstrom Rack

April 8, 2019

SEATTLE, April 8, 2019 /PRNewswire/ -- Nordstrom, Inc. announced today Big Brothers Big Sisters of America, the nation's oldest one-to-one youth mentoring organization, as the 2019 nonprofit partner for its off-price retail division, Nordstrom Rack. The partnership will amplify the shared synergy between the communities both Nordstrom Rack and Big Brothers Big Sisters serve.

During the months of April and December, customers can visit any Nordstrom Rack location or NordstromRack.com to participate in an in-store program called "Sponsor-a-Moment." At check-out, customers will be able to purchase a donation card and 100% of the proceeds will support recruiting and training adult mentors, in addition to supporting a mentorship moment that a Big and Little can share – including preparing for an interview, learning to tie a tie and helping with homework. These seemingly small moments can have a tremendous impact on a kid's life and pursuit to reach their full potential.

"For years, Nordstrom has supported nonprofit organizations doing tremendous work in our communities. Our giving is focused on organizations that care for kids and families, which makes Big Brothers Big Sisters of America a natural partner. They provide valuable services and resources in each of the communities where we do business, and we've heard countless stories of the lasting impact this organization has had on the lives of kids across the country," said Geevy Thomas, president of Nordstrom Rack. "We are pleased to join with our customers and employees in sponsoring some of the mentoring moments that help build meaningful, long-lasting relationships between Bigs and Littles."

Big Brothers Big Sisters of America has been the leading youth mentoring organization in the U.S. for more than 100 years. Through the evidence-based program, youth facing adversity are matched with adult volunteers in professionally supported mentoring relationships. Big Brothers Big Sisters believes that all children are born with incredible potential and the role of the mentor, or Big, is to empower them to reach that potential. Research shows that youth who are matched with their Bigs for at least one year have better relationships with peers and parents, better grades, and higher aspirations for their future. Today, the organization operates 256 agencies throughout all 50 states and currently serves nearly 150,000 Big and Little matches nationwide.

"Big Brothers Big Sisters of America's mission will be supported and amplified through our partnership with Nordstrom Rack," said Pam Iorio, president and chief executive officer of Big Brothers Big Sisters of America. "This partnership will help us strengthen local communities and support our local agencies as they match youth throughout the United States with mentors who help them reach their full potential."

This new partnership is just one of many ways the company gives back throughout the year. Nordstrom is committed to charitable giving, human rights and environmental responsibility efforts across our business. Giving back has long been a cornerstone of our culture and we focus our efforts on programs that care for kids and families. In 2018, this amounted to nearly \$12 million donated to more than 600 organizations across the U.S. and Canada.

### **About Nordstrom**

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 379 stores in 40 states, including 119 full-line stores in the United States, Canada and Puerto Rico; 246 Nordstrom Rack stores; three Jeffrey boutiques; two clearance stores; six Trunk Club clubhouses; and three Nordstrom Local service concepts. Additionally, customers are served online through Nordstrom.com, Nordstromrack.com, HauteLook and TrunkClub.com. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

### **About Big Brothers Big Sisters**

Since 1904, Big Brothers Big Sisters has been matching youth in meaningful, enduring, professionally supported mentoring relationships with adult volunteers who defend their potential and help them achieve their biggest possible futures. Big Brothers Big Sisters' evidence-based approach is designed to create positive youth outcomes, including educational success, avoidance of risky behaviors, higher aspirations, greater confidence, and improved relationships. In the past 10 years, with 256 agencies in all 50 states, Big Brothers Big Sisters has served nearly 2 million children. Learn how to get involved at [BigBrothersBigSisters.org](http://BigBrothersBigSisters.org).

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