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For immediate release

American Eagle stores across Canada to support Indigenous youth



From **September 9 to 30**, American Eagle will raise funds to support Indigenous youth across Canada through the I Love First Peoples (ILFP) organization, one of their partnering charities, in honour of the National Day for Truth and Reconciliation.

Funds raised will further ILFP's mission, to support education for Indigenous youth living primarily in remote communities. More specifically, funds raised during this Canada-wide campaign will help establish more sewing skills labs through the Sew & Sew Program, thus creating entrepreneurship opportunities and better access to careers in fashion.

ILFP is encouraging all supporters to visit their nearest American Eagle store, where donations will be collected during checkout, and to post about their visit on social media using the **hashtag** #NationalDayForTruthAndReconciliation and **tag** @ilovefirstpeoples, as well as their local American Eagle store.

"Our sewing skills labs are creating greater employment and self-employment opportunities for youth, and demand is ever growing. We urge everyone to support the campaign and to encourage their friends through social media. American Eagle is helping us create real and meaningful impact," says ILFP cofounder and president, Josée Lusignan.

About ILFP

ILFP is a Canadian registered charity that empowers Indigenous children and youth to succeed through education and projects that help foster reconciliation. Our mandate for education enables us to create projects that are vital to the betterment, sustainability and development of Indigenous communities through the training of young people. To date, we have launched many largescale and historic initiatives, and have served 90 communities. As an organization, we believe in connecting individuals, businesses and organizations for the purpose of advancing reconciliation. For more information about ILFP, visit www.ilfp.ca.

About American Eagle

Since 1977, American Eagle has offered an assortment of specialty apparel and accessories for men and women that enables self-expression and empowers our customers to celebrate their individuality. The brand has broadened its leadership in jeans by producing innovative fabric with options for all styles and fits for all at a value. We aren't just passionate about making great clothing, we're passionate about making real connections with the people who wear them. Visit www.ae.com to find your perfect pair of #AEJeans.

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