



WE Charity to Announce First-Ever Sock Collaboration with Friendship Socks

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Friendship Socks is proud to announce its first ever charity collaboration in partnership with WE Charity to create two limited edition pairs of socks with 50% of profits going to benefit children's education in Kenya.

Friendship Socks, the social sock gifting company that lets you send a gift through social media, is dedicated to connecting friends around the world to make a positive impact. This collaboration with WE Charity is an opportunity for both brands to enact change and inspire consumers to send a gift that gives back this season.

Launching online in November 2017, the brand collaboration will span the holiday season and the new year. The limited-run styles will also be available as a gift with purchase to the first 50 customers that visit the WE Store at CF Toronto Eaton Centre or CF Rideau Centre. This brick and mortar launch will introduce the product over the holiday season for customers shopping in store.

The first collaboration collection will feature classic styles by the Friendship Socks design team that integrate elements of WE's branding. There will be two sock options available in cream and navy blue.

"At Friendship Socks, we couldn't be more proud to partner with a charity like WE that shares in so many of our core values. Working closely together on this project to impact the lives of children in Kenya is a dream of ours, and I think the unique sock styles reflect that," said Friendship Socks Co-Founder Marc Herman.

"This holiday season, we are delighted and grateful to collaborate with Friendship Socks, to connect friends around the world, while creating positive change in the lives of others" said Craig Kielburger, co-founder of WE. "Together, we are celebrating the holidays in a unique way, creating lasting memories with friends both near and afar, and most importantly, supporting the education of children in Kenya."

The socks will be exclusively sold online at www.friendshipsocks.com. Customers can choose to buy a pair for themselves and give a pair to a friend, or simply gift a pair.

This is the first of many future collaborations between WE Charity and Friendship Socks, and the two organizations are seeking an ongoing partnership for social change.

ABOUT FRIENDSHIP SOCKS

Friendship Socks is a social sock gifting platform. By utilizing social media, Friendship Socks lets you connect and send a gift to friends anywhere in the world. They're not your average sock brand. Friendship Socks was founded to make a positive difference in people's lives by connecting friends around the world. Friendship Socks are sold exclusively online at www.friendshipsocks.com

ABOUT WE

WE Charity is part of WE - a family of organizations making doing good, doable. WE is made up of WE Charity, empowering domestic and international change, ME to WE, a social enterprise that creates socially conscious products and experiences to help support the charity, and WE Day, filling stadiums around the world with the greatest celebration of social good. WE enables youth and families to better the world – supporting 2,500+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world. Globally, our teams in Asia, Africa, and Latin America have provided more than 1 million people with clean water, built 1,000 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education. WE was founded more than 20 years ago by social entrepreneurs, brothers Craig and Marc Kielburger. Join the movement today at WE.org.

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