



NEWS RELEASE

American Eagle Establishes the AE Foundation, Expanding the Brand's Longtime Commitment to the Mental Health and Well-Being of Young Adults

2024-10-10

- AE Foundation to award its first Signature Grant of \$100,000 to Bring Change to Mind (BC2M) on World Mental Health Day during Revels & Revelations
- Co-founded by award-winning actress and activist Glenn Close, BC2M works to end the stigma and discrimination surrounding mental illness

PITTSBURGH--(BUSINESS WIRE)-- American Eagle Outfitters (NYSE: AEO) today announces the launch of the AE Foundation, an extension of American Eagle's (AE) long-standing commitment to support causes that improve the lives of teens and young adults. The foundation formalizes AE's philanthropic efforts and underscores the brand's pledge to champion mental health and well-being, empower authenticity and uplift its customer community. In addition to Signature Grants, which contribute up to \$100,000, the AE Foundation also will allocate localized Community Grants to grassroots organizations that provide access to mental health and well-being resources.

Courtesy of AEO and American Eagle

"Today, on World Mental Health Day, we are so pleased to launch

the AE Foundation and formally expand our philanthropic commitment as we continue to support, empower and positively inspire our customer community," said **Jennifer Foyle, President, Executive Creative Director, AE & Aerie**. "American Eagle is a leading brand for 15-25 year olds—which means we have a unique opportunity to directly engage with millions of young adults to help them prioritize mental health and well-being. Through our partnership with Bring Change to Mind, we are opening a dialogue, building awareness and creating a better future for all."

Bring Change to Mind (BC2M) is a nonprofit co-founded by award-winning actress and activist Glenn Close that works to end the stigma and discrimination surrounding mental illness. **BC2M will be the first recipient of an AE Foundation Signature Grant to fund its outreach and high school programs.** The American Eagle brand first partnered with BC2M in 2021, collaborating with BC2M ambassador, actor and activist Chase Stokes to launch a limited-edition graphic tee, where 100% of sales were donated to the organization. American Eagle and sister-brand Aerie, together with their customers, are the largest corporate donors in BC2M's history, providing more than \$1.6 million to the organization since 2021.

"We are humbled, honored and grateful to have the opportunity to work with the American Eagle brand, its customers, associates and now the AE Foundation," said **Glenn Close, Co-Founder, Bring Change to Mind and award-winning actress & activist.** "Over the last three years, their support has enabled us to scale our high school mental health clubs and programming to reach teens across the country. As our largest impact donor since my family established Bring Change to Mind in 2010, I am eternally grateful for American Eagle's support in bringing mental health conversations and peer led action to young people across the country."

Other Ways the AE Foundation Is Giving Back to Its Customers and Communities

- On Giving Tuesday (December 3), the AE Foundation will announce a Signature Grantee for the 2024 holiday season. As part of its mission, the foundation will periodically issue grants of up to \$100,000. Recipients will include national organizations that support the mental well-being of young people by ensuring access to the resources they need.
- In an effort to make a significant impact at the local level, the AE Foundation will soon begin issuing Community Grants of up to \$15,000 each to grassroots organizations working to support the mental well-being of teens and young adults in their own communities. Nonprofits can visit **the link here** to apply for a grant.
- The AE Foundation will also provide a variety of volunteer opportunities for AE associates to support mental health initiatives and other programs in the communities where they live and work.

About Bring Change to Mind's Revels & Revelations fundraiser:

- Glenn Close and the BC2M board of directors will host the 12 th Annual Revels & Revelations fundraiser in support of teen mental health.
- Craig Brommers, Chief Marketing Officer - American Eagle will be on hand to announce the launch of the AE Foundation and present BC2M with its \$100,000 Signature Grant.
- Actress, writer, director, producer and New York Times bestselling author Amy Poehler will be honored with the Robin Williams Legacy of Laughter Award. BC2M Ambassador and multi-talented performer Wayne Brady will be presented with the Champion of Change Award for his remarkable advocacy and support of BC2M

high school students.

About American Eagle

Since 1977, American Eagle has offered an assortment of specialty apparel and accessories for everyone 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.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle® and Aerie® brands. The company operates stores in the United States, Canada, Mexico and Hong Kong and ships to approximately 80 countries worldwide through its websites. American Eagle and Aerie merchandise also is available at more than 300 international locations operated by licensees in approximately 30 countries. To learn more about AEO and the company's commitment to Planet, People and Practices, please visit www.aeo-inc.com.

AEO Corporate Communications

412-432-3300

LineMedia@ae.com

Source: American Eagle Outfitters, Inc.