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NEWS RELEASE

American Eagle Outfitters Announces New #WeAllCan Campaign For Holiday 2016, Introduces New Cast Of Millennial Influencers And Launches Feeding America Partnership

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Young Influential Duos Embrace The Holiday Season By Asking Others, "What Can They Give?"

NEW YORK, Nov. 3, 2016 /PRNewswire/ -- American Eagle Outfitters announced today that its groundbreaking #WeAllCan Fall 2016 campaign will be continued into Holiday with a brand new cast of individual and diverse Millennials. Such was the success of the greatly acclaimed global campaign that empowered America's youth to express themselves, AEO continues the messaging with a new group of influencers who have organic, romantic or familial relationships. Siblings, real-life best friends and couples were tapped, including: **Madison Beer** and **Jack Gilinsky**, **Cole Sprouse** and **Dylan Sprouse**, **Rowan Blanchard** and **Yara Shahidi**, **Chloe Bailey** and **Halle Bailey**, **Janiece Dilone** and **Heather Kemesky**, **Maxwell Poth** and **Adam Snyder**, and **Neels Visser** with **Markel Williams** and **Kendall Visser**. The new Holiday campaign captures the spirit of goodwill and peace, ranging from the emotional to the humorous. With an emphasis on the "we" in #WeAllCan, the spirited new cast interact with each other in images and videos as they share what "I can give" and "I can get" means to them.

Cast members' relationships and bonds are celebrated in the campaign, and they interact with each other in an intimate and familiar way, as a symbol of unification and connection in the Holiday season. Wearing the brand's Holiday '16 collection of Fair Isle sweaters, denim, plaid button downs, denim jackets, military parkas and printed cardigans, the cast shares what they each "can give" and "can get." Neels proclaims, "I can give a lot"; Yara shares "I can give my voice"; Madison encourages viewers to "get inspired." Together the group asks the question: "What can

you give?"

The brand has partnered with **Feeding America** to provide more than one million meals* to people in need. Feeding America is the leading domestic hunger-relief organization with a mission to feed America's hungry through a nationwide network of member food banks and by engaging the country in the fight to end hunger. Starting in mid November, AEO will donate one meal through the organization for every holiday gift box sold in store and online. On Thanksgiving Day, the company will donate one meal through Feeding America for every transaction that takes place on **www.ae.com**. Associates in stores throughout the United States and in all corporate offices and distribution centers will host food drives for their local food bank.

"We chose this unique and diverse cast, with their message of sharing and contributing, to ensure that the distinct voices of today's youth continue to be heard," comments **Chad Kessler, American Eagle Outfitters Global Brand President**. "We hope that our Feeding America partnership helps encourage everyone to give back to those in need, particularly during the holidays."

The Holiday '16 collection features updated shirt jackets, fleece joggers, printed scarves and puffer vests for guys, and moto bombers, patterned cardigans, lacey tops and cozy beanies for girls.

Visit **www.ae.com** to check out the entire American Eagle Outfitters Holiday 2016 Collection and see more information on the #WeAllCan campaign.

*\$1 helps provide 11 meals secured by Feeding America on behalf of local food banks.

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 Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 101 international stores operated by licensees in 17 countries. For more information, please visit **www.ae.com**.

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SOURCE American Eagle Outfitters

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