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Fruit of the Loom and Undies for Everyone Team Up to Provide Underwear to Students in Need during National Underwear Day

New Study Finds Kids Facing Underwear Insecurity Are More Likely to Have Academic Setbacks, Struggle with Social Interactions, and Miss School Activities

Houston, TX, August 1, 2023 – [Undies for Everyone \(UFE\)](#)® and [Fruit of the Loom](#) have once again joined forces to make a difference in the lives of underserved children across the nation. In honor of National Underwear Day on August 5th, Fruit of the Loom will donate 250,000 pairs of underwear to Undies for Everyone, ensuring that 35,000 more children will receive a week’s supply of undies. This partnership aims to address the issue of underwear insecurity by ensuring more kids have access to new underwear.

Nearly 17 million children living in poverty and/or crisis throughout the country go without basic essentials such as underwear. In fact, a recent study conducted by Rice University’s Social Policy Analysis Program has revealed alarming findings. Children facing underwear insecurity are 65% more likely to be held back a grade level, 41% more likely to struggle with making friends, and 44% less likely to participate in school activities. These findings emphasize the difficulties children who don’t have this basic need experience at school.

Undies for Everyone, a national non-profit dedicated to providing new underwear to children in need, is committed to addressing underwear insecurity. This year alone, UFE will provide over 1.75 million pairs of underwear to more than 250,000 children, ensuring each kid has a week’s supply of fresh underwear.

Fruit of the Loom, known for its well-made, well-priced underwear for the whole family, has partnered with UFE since 2022, donating more than 1 million pairs to date. "Brightening the world for a better tomorrow is an important part of who we are at Fruit of the Loom," said Karen Kendrick, VP Brand Communications and Creative Services, Fruit of the Loom. "This partnership allows us to help in providing children with a foundation towards empowering them to look and feel their best."

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About Undies for Everyone

Undies for Everyone (UFE) provides underwear to underserved students recognizing the importance of this basic need for a child’s social and academic success leading to graduation. UFE is the only nonprofit to exclusively address this critical gap that is overlooked by other organizations working in the philanthropies space. Founded in 2012 by Rabbi Amy Weiss, [who was named a 2022 CNN Hero](#), UFE has donated more than 4 million pairs of underwear to students across the country. Distribution partners include, school district homeless departments, Child Protective Services, Boys and Girls Clubs, Community Closets, and mobile pediatric clinics in 33 cities across the U.S. UFE is proud to carry a GuideStar Platinum Transparency Seal. Find UFE at UndiesForEveryone.org. Follow UFE on [Instagram](#), [Facebook](#) and [Twitter](#).

About Fruit of the Loom

At Fruit of the Loom, we've been crafting apparel you can count on for over 170 years. Whether it's sweats, underwear, or anything in between, we work hard ensuring our unique blend of fresh style, quality and comfort is woven into each one of our many pieces of clothing so that you look good and feel good every day. To learn more about Fruit of the Loom, visit [Fruit.com](https://www.fruit.com).