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Undies for Everyone and Fruit of the Loom Distribute 30,000 Pairs of Underwear to Maui Residents

Displaced residents from Maui wildfires will receive a week's supply of underwear

Houston, TX, September 11, 2023 – [Undies for Everyone \(UFE\)](#)[®], the nation's largest nonprofit to exclusively provide new underwear to underserved children, is joining forces with [Fruit of the Loom](#) to distribute more than 30,000 pairs of underwear to Maui residents displaced by recent wildfires. The donation will provide 4,285 children with a week's supply of new, size-appropriate underwear.

"When disaster strikes, many people are left with only the clothes on their backs. Children are already feeling vulnerable and new underwear provides some comfort in a very unstable situation," said Rabbi Amy Weiss, founder and executive director, Undies for Everyone. "You don't think about underwear until you don't have it. We are incredibly grateful to our partners at Fruit of the Loom for their donation and commitment to helping the residents of Maui."

The 30,000 pairs of underwear will be distributed through the Boys and Girls Club on Maui.

Since launching in 2012, UFE has provided over five million pairs of underwear to students living in poverty or experiencing crisis across 35 cities in the U.S., as well as those impacted by natural disasters.

For more information on how to help or to donate to Undies for Everyone, visit UndiesforEveryone.org.

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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 5 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 35 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).