

# Banana Republic Launches ‘Our Duty to You’

November 12, 2012



**San Francisco ([RPRN](#)) 11/12/12**  
**— Program Created to help**  
**Military Personnel Put their Best**  
**Professional Foot Forward**

– In an effort to help the thousands of troops returning home from serving overseas, Banana

Republic, the brand focused on workplace style, today announced “Our Duty to You,” a program created to help military personnel prepare for their next professional opportunities.

“As our military personnel return home from their duties abroad, we are reminded of the enormous sacrifices they and their families have made for us,” said Jack Calhoun, president of Banana Republic. “Banana Republic is committed to supporting people during the significant moments in their lives, and starting a new professional chapter is one of the most important. We are hopeful the ‘Our Duty to You’ program will help give military personnel the extra confidence and success they deserve.”

From January 19 through January 22, Banana Republic will offer military personnel and their families 50 percent off three full-priced items, and from January 23rd through Dec 31, 2012 they will receive 15 percent off their full-priced purchases with a valid military/veterans ID. Additionally, Banana Republic has launched [www.BananaRepublic.com/military](http://www.BananaRepublic.com/military), a website where military personnel can find workplace styling tips, resume writing tips and links to Gap Inc. career opportunities that are a good fit for returning veterans.

To further assist our servicemen and women, on January 20th from 10 a.m. –

1 p.m. eight Banana Republic stores across the country will host special events where attendees can gain useful interviewing and resume writing tips from Banana Republic HR specialists as well as workplace wardrobe tips from trained Banana Republic stylists. The eight stores are all located nearby military bases and can be found in the following malls and shopping centers:

Fashion Valley – San Diego, CA

Tyson's Corner – McLean, VA

Ala Moana – Honolulu, Hawaii

Fashion Centre at Pentagon City – Arlington, VA

Horton Plaza – San Diego, CA

Brook 35 Plaza – Sea Girt, NJ

Otay Ranch – Chula Vista, CA

Westfield Annapolis – Annapolis, MD

This effort is part of Banana Republic's ONE+ALL initiative, a national program that aims to increase the positive impact of community service by bringing associates and customers together to create change through skills-based volunteering. Over the past year, more than 250 stores across the nation participated in the program, with over 25,000 hours donated by Banana Republic store associates and more than \$100K in grants to local organizations.

"Our employees are deeply committed to building stronger communities through skills-based volunteering," said Bobbi Silten, SVP, Global Responsibility, Gap Inc. and President, Gap Foundation. "Through these efforts, we aim to create new opportunities for people around the world."

Banana Republic is also inviting Americans to express their gratitude to the members of the armed forces by sending them a thank you note through Banana Republic's Facebook page at [www.facebook.com/bananarepublic](http://www.facebook.com/bananarepublic).

## **About Banana Republic**

Banana Republic is part of Gap Inc., a leading global specialty retailer offering clothing, accessories and personal care products for men, women, children and babies under the Gap, Banana Republic, Old Navy, Piperlime and Athleta brands. For more than 40 years, Gap Inc. has supported communities where we live and work through grants, in-kind donations, community outreach and employee volunteer programs. Gap Inc. strives to make a long-term impact in communities by focusing on creating

opportunities for underserved youth and women through innovative social solutions. Last year, Gap Inc. employees volunteered more than 400,000 hours in their communities, many taking part in programs such as Banana Republic's ONE+ALL initiative. For more information on Gap Inc. community investment, please visit [www.gapinc.com/socialresponsibility](http://www.gapinc.com/socialresponsibility).

**Media Web Address:**

[http://www.gapinc.com/content/gapinc/html/media/pressrelease/2012/med\\_pr\\_BR\\_announces\\_Our\\_Duty\\_to\\_You011312.html](http://www.gapinc.com/content/gapinc/html/media/pressrelease/2012/med_pr_BR_announces_Our_Duty_to_You011312.html)

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