



Vera Bradley Partners with Blessings in a Backpack to Donate 25,000 Backpacks for Back-to-School Season

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FORT WAYNE, Ind., Aug. 22, 2018 /PRNewswire/ -- Vera Bradley, the women's fashion and lifestyle brand, announces today its continued partnership with the non-profit organization Blessings in a Backpack to kick off a new philanthropic program for this year's back-to-school season. Blessings in a Backpack mobilizes communities, individuals, and resources to provide food for elementary school children across America who might otherwise go hungry.

"The consequences of hunger are much more than a growling stomach," says Richard Stephens, Board of Directors Chair for Blessings in a Backpack. "Poor nutrition can result in a weaker immune system, increased hospitalization, lower IQ, shorter attention spans, and lower academic achievement. We are honored to partner with Vera Bradley to continue making a difference in these children's lives."

Fourteen million, or 19%, of all children across the United States live in food-insecure homes. This back-to-school season, Vera Bradley has pledged to donate 25,000 backpacks filled with food to children in need across America. Together, Vera Bradley and Blessings in a Backpack will target schools in seven markets nationwide including Chicago, Illinois; Fort Myers, Florida; Grand Prairie, Texas; Los Angeles, California; Louisburg, Kansas; Nashville, Tennessee; and New Brunswick, New Jersey during a four-week period this summer. Each school will be treated to a carnival-themed event with a surprise celebrity host appearance which will culminate in the backpack giveaways.

"Giving back has always been a key component in our brand DNA," says Barbara Bradley Baekgaard, Co-Founder of Vera Bradley. "We are very fortunate to partner with Blessings in a Backpack to make a positive impact in the lives of so many deserving children and their families."

For more information and updates on Vera Bradley, follow Vera Bradley on Facebook and @verabradley on Instagram and Twitter.

About Vera Bradley, Inc.

Vera Bradley is a leading designer of women's handbags, luggage and travel items, fashion and home accessories and unique gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's innovative designs, iconic patterns and brilliant colors continue to inspire and connect women unlike any other brand in the global marketplace. The Company's commitment to bringing more beauty into women's lives includes its dedication to breast cancer research through the Vera Bradley Foundation for Breast Cancer in which they have raised over \$30 million to date. For more information about Vera Bradley (Nasdaq: VRA), visit www.verabradley.com/mediaroom.

About Blessings in a Backpack

Hunger has both short- and long-term negative effects on children's health and ability to succeed in school. Blessings in a Backpack mobilizes communities, individuals, and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry. Blessings in a Backpack is providing 3.2 million hunger-free weekends for nearly 93,000 children in 46 states and the District of Columbia. For more information visit www.blessingsinabackpack.org.

Websites

www.VeraBradley.com

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