NEWS RELEASE

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CHNGE Partnering with Feeding America for GivingTuesday

Eugene, Or. Nov. 27 – CHNGE is partnering with Feeding America on Nov. 29 for GivingTuesday. Every purchase made from the online retailer on Tuesday will result is 100 meals being donated to Feeding America. According to the USDA, more than 34 million people are food insecure. On this day, CHGNE is hoping to donate almost a million meals to families in need.

The first Tuesday after Thanksgiving, Black Friday, and Cyber Monday is known as “GivingTuesday.” Also known as a Global Day of Giving, it’s a generosity movement that unleashes the power of radical generosity around the world. According to the organization, the day is a simple idea: a day that encourages people to do good.

This holiday, CHNGE decided to work with one of their ongoing partners Feeding America. Feeding America is leading the fight against hunger in the United States. With over 200 food banks, they provide food to more than 46 million people through food pantries and programs across America. “Our mission is to make an America where no one is hungry,” said Chief Operating Officer and President Katie Fitzgerald. “Hunger is a complex issue, and when people face hunger, they often struggle to meet other basic needs. We are committed to more than providing food for people in need.”

CHNGE is an online clothing retailer whose focus is on making fashionable, sustainable clothes with powerful messages. About 50% of profits are donated to over 25 different organizations like The Trevor Project, Black Lives Matter, and Feeding America. Jacob Castaldi, CHNGE chief executive officer, wanted to build a brand that would actually make a difference. “We are committed to our mission,” said Castaldi. “We want to make sure we’re not only helping others, but also the planet that we live on. It’s important we protect our planet so we can keep this company alive.”

Each item of clothing is 100% carbon neutral, made with 100% GOTS Certified Organic Cotton, and is shipped in 100% post-consumer recycled paper packaging. Through this, they are able to spread an important message about not only giving back, but also spilling truths about the fashion industry.

By partnering with Feeding America this year for GivingTuesday, it makes it easy for consumers to shop for their loved ones while giving back to those across the country. Head to their website chnge.com to learn about their mission and shop their most recent collections.

About CHNGE: CHNGE is a streetwear brand that is built on transparency, sustainability, and philanthropy. Operated under a 50 percent model, 50% of their proceeds are donated to select charities. With over 2 million followers on Instagram, the brand does more than just sell clothes. Their active Instagram account keeps not only consumers updated, but those who are unaware of what is going on in today’s world. CHNGE is dedicated to saving the environment while benefiting important causes all through clothes that make you feel good while doing good.