



Media Contact:
Traci Simpson, CGPR
781-639-4924, Ext. 115
tsimpson@cgprpublicrelations.com

**WOOLRICH ELITE SERIES TACTICAL INTRODUCES "FREEDOM THROW" WOOL
BLANKET FOR THIS HOLIDAY SEASON**

***Woolrich To Donate Portion of Freedom Throw Proceeds to Wounded Warrior
Project, Bettering Lives of Injured Service Men and Women***

WOOLRICH, Pa. (November 10, 2008) – Reinforcing its commitment to strengthen relationships in the tactical community, Woolrich Elite Series Tactical, a leader in tactical apparel and accessories, will unveil the "Freedom Throw", a wool blanket for this holiday season arriving at retail this month. Woolrich will donate \$5 from the sale of each "Freedom Throw" to benefit the Wounded Warrior Project (WWP), a non-profit organization that honors and empowers wounded warriors. WWP provides veterans suffering from post traumatic stress disorder, combat stress, or who have been physically injured in Operations Iraqi or Enduring Freedom with beneficial programs and a network of support from like service members.

"This project comes from the heart of our 178-year heritage as an apparel company and a woolen mill," said Tim Joseph, director of marketing and media for Woolrich Elite Series Tactical. "We've provided blankets for the military since Lincoln's war department specified Woolrich blankets for the troops during the Civil War. We felt this was an appropriate way to work with a first-class organization such as Wounded Warrior Project while giving something back to our service men and women who need assistance," continued Joseph. "The dedication and hard work put forth by the organization's volunteers is critical for the recovery of our injured service members and their families."

The "Freedom Throw" is handcrafted in the Woolrich woolen mill in Woolrich, Pennsylvania in a red, white, and blue design inspired by the American flag. The throw, \$100.00, is 84 percent wool and 16 percent nylon.

"Wounded Warrior Project is thankful for Woolrich's support, especially during the holiday season, a time for all of us to think about those in need," said John Melia, executive director and founder of WWP. "Our goal is to ensure this is the most successful, well-adjusted generation of veterans in our nation's history."

The "Freedom Throw" is available from Woolrich Elite Series Tactical retailers nationwide. Information on the complete Elite Series Tactical line and a list of authorized retailers can be found at www.WoolrichEliteSeriesTactical.com.

About Woolrich – Established in 1830, WOOLRICH® is the authentic American brand that embraces the outdoor lifestyle. Trusted by generations of loyal consumers, THE ORIGINAL OUTDOOR CLOTHING COMPANY™, Woolrich, continues a tradition of quality and value. A brand known worldwide, Woolrich products include functional, comfortable and durable men's and women's sportswear and outerwear, and accessories. The Woolrich Elite Series Tactical line was developed by working closely with military, law enforcement and private security communities. Their input, combined with Woolrich's apparel expertise, led to the creation of clothing that performs under demanding and specialized needs.

About Wounded Warrior Project – Wounded Warrior Project (WWP) is a non-profit organization whose mission is to honor and empower wounded warriors. WWP serves to raise awareness and enlist the public's aid for the needs of severely injured service men and women, to help severely injured service members aid and assist each other and to provide unique, direct programs and services to meet their needs. For more information on Wounded Warrior Project visit www.woundedwarriorproject.org for further updates and news.



The Freedom Throw, available for this holiday season