



RALPH LAUREN

PINK PONY

Ralph Lauren Debuts “Together in Pink” Global Campaign in Support of the Pink Pony Initiative

Launches conversation about cancer with an influential cast of those touched by the disease, as they share their personal stories to inspire a community of hope and support

October 1, 2019—This October, Ralph Lauren will launch the “Together in Pink” global marketing campaign in support of the Pink Pony initiative. The highly emotive campaign will create an authentic conversation around cancer and will highlight a diverse cast of those whose lives have been affected by the disease. Each cast member will be paired with a family member, friend or fellow survivor to share their personal journey through the power of conversation.

The campaign will feature Grammy-winning singer-songwriter and cancer survivor **Sheryl Crow**, Emmy Award-winning writer and speaker **Suleika Jaouad**, five-time Olympic gold medalist **Nathan Adrian**, and cancer fighters **Tammy Walker** and **Mimi Argueta**. The conversation will continue through a unique Podcast program, that will be comprised of a series of seven Pink Pony-themed episodes that will air throughout the calendar year. On social media, the campaign will invite Ralph Lauren’s followers to share their own stories and join the community of support using #PinkPony.

Ralph Lauren has been a leader in the fight against cancer for over 30 years, and has used the Polo Player as a global symbol to help raise millions of dollars for philanthropic causes and social impact programs. The Pink Pony Campaign is Ralph Lauren Corporation’s worldwide initiative in the fight against cancer, supporting programs for screening, early diagnosis, treatment, education and patient navigation.

Throughout the month of October, the façades of Ralph Lauren’s global flagship stores in New York City, Beverly Hills, Chicago, Shanghai, London and Paris will be illuminated in pink. Ralph Lauren’s global hospitality portfolio will celebrate the program with a Pink Pony Signature Cocktail, and a portion of the sales price will be donated to Pink Pony.

The 2019 Pink Pony Collection features an assortment of updated Polo classics with fresh graphics and details for men, women, and children. 100 percent of the purchase price from the sale of each light pink “Live Love” graphic tee and 25 percent of the purchase price from the sale of all other items in the Pink Pony Collection will be donated to the Pink Pony Fund of The Polo Ralph Lauren Foundation or to an international network of cancer charities. The collection is available globally in select global Ralph Lauren retail stores, on RalphLauren.com, at Macy’s and in select global wholesale stores.

RALPH LAUREN'S COMMITMENT TO CANCER CARE

For over 30 years, Ralph Lauren has been committed to raising awareness in the fight against cancer. In 1989, after his close friend and Washington Post fashion editor Nina Hyde was diagnosed with breast cancer, Mr. Lauren made a commitment to focus his philanthropic efforts on improving care for this devastating disease by cofounding the Nina Hyde Center for Breast Cancer Research at the Georgetown Lombardi Comprehensive Cancer Center. In 1994, he led the fashion industry in its support of breast cancer research by designing the first target logo for the Council of Fashion Designers of America's Fashion Targets Breast Cancer initiative, which focuses on raising public awareness and funds for the breast cancer cause.

The Ralph Lauren Center for Cancer Care, a program within Memorial Sloan Kettering Cancer Center, was established in 2003 in New York City to provide high-quality, compassionate cancer screening, diagnosis, and treatment to all—regardless of personal circumstances. In 2014, Ralph Lauren Corporation partnered with The Royal Marsden, the largest and most comprehensive cancer center in Europe, to develop a world-class breast cancer research facility. HRH The Duke of Cambridge opened the Ralph Lauren Centre for Breast Cancer Research at The Royal Marsden in May 2016, alongside Mr Ralph Lauren. Most recently, Ralph Lauren has pledged £1M to The Royal Marsden Cancer Charity to establish a Research Zone within a state-of-the-art facility opening in Sutton, United Kingdom. The Oak Cancer Centre will bring together over 400 researchers and 350 clinical staff, and will see approximately 140,000 patient visits each year. The new centre will speed up the translation of world-leading research into breakthroughs in treatment and care, transforming the lives of cancer patients at The Royal Marsden and around the world.

ABOUT DESIGN THE CHANGE

Design the Change, Ralph Lauren's renewed strategy on global citizenship and sustainability, is both a commitment and a journey to accelerate the Company's work across these areas. It is based on our belief that, together with our industry, we can deliver the change required to create a positive impact in society and a more sustainable future. Design the Change is focused on three areas: Creating Timeless Style, Protecting the Environment and Championing Better Lives and its foundation is 16 ambitious goals that will guide the Company's work in citizenship and sustainability. Ralph Lauren has also signed onto the United Nations Global Compact (UNGC), joining other companies across industries to implement universal sustainability principles and to take steps to support UN goals. For more information visit our [Company website](#).

ABOUT RALPH LAUREN

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. For more than 50 years, Ralph Lauren's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names, which include Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, Chaps and Club Monaco, among others, constitute one of the world's most widely recognized families of consumer brands. For more information, go to <https://corporate.ralphlauren.com>.