



**THE LEVI'S® BRAND PREMIERES 'GO FORTH' 60-SECOND FILM  
AND ONLINE SOCIAL CHALLENGE ON FACEBOOK TO SUPPORT PIONEERS WORLDWIDE**

*Facebook Serves as Global Platform to Showcase Pioneers Working to Create a Better World*

*Online Social Challenge Will Drive Support for Water.org*

SAN FRANCISCO (August 8, 2011) – The Levi's® brand today premiered "Levi's® Legacy," its first-ever global 'Go Forth' advertising spot, and unveiled a digital engagement program celebrating pioneers around the globe. Launching exclusively on Facebook, the 60-second film and digital program tap into the power of the interconnected global community to spark change and create positive action unrestricted by geographic barriers.

The premiere of "Levi's® Legacy" will reach nearly 325 million people worldwide on Facebook before appearing on movie screens in many countries around the globe beginning August 12 and on TV later this month. Through Facebook and Levi.com, Levi's® fans and viewers will be encouraged to support the spirit and influence of today's modern pioneers who are working to create a better world.

"Now, more than ever, the world needs inspiration. The world needs people with a pioneering spirit who still believe that anything is possible. Our 60-second 'Go Forth' film and digital engagement program recognize people around the globe who are stepping forward to transform the world," said Becca Van Dyck, global chief marketing officer of the Levi's® brand. "Through Facebook, we hope to inspire people to join us in supporting the important work of today's pioneers."

Initially the 'Go Forth' digital engagement program features an online social challenge that highlights Water.org, a non-profit organization committed to providing safe drinking water and sanitation to people in developing countries. Levi's® fans and Facebook users around the world are invited to join the Levi's® brand in supporting the efforts of Water.org by making an online pledge that will help bring clean water to up to 8,000 people – for life.

To help ensure fans' messages on Facebook are seen by their friends, Levi's® will use a mix of Facebook advertising and Sponsored Stories that will appear in 24 countries. Sponsored Stories is the latest Facebook marketing tool that allows brands to amplify a fan's message, ensuring that friends see the message by calling it out on the right side of the page.

"We are thrilled that Levi's® has chosen to harness the power that brands can have on Facebook by using our platform to premiere their first-ever global advertising campaign. Not only are they sharing this content on a global scale with people on Facebook first, but they are creating a place where fans can share stories with an ultimate goal of effecting positive change in the world," said Carolyn Everson, vice president of global marketing solutions at Facebook.

**'Go Forth' Online Social Challenge**

At launch, the Levi's® brand will enable people the world over to support pioneers by introducing the work of [Water.org](http://Water.org). Water.org, which was co-founded by Matt Damon and Gary White, has worked with local partner organizations for more than 20 years to deliver community-led, sustainable water and sanitation services to people living in poverty who are struggling to survive the global water crisis. Through Facebook, people can pledge their support for the cause and share their intentions with friends

around the world. Levi's® goal is to reach 100,000 pledges on Facebook – and reaching this goal will help bring clean water to up to 8,000 people – for life.

Shining a global spotlight on the work of Water.org is a continuation of the long-standing commitment of the Levi's® brand to raise awareness for global water issues and reduce wasteful water usage. As part of this commitment, in several global markets the Levi's® brand recently introduced Water<Less™ jeans, an innovative collection of denim made by using less water during the finishing process.

Throughout the season, the Levi's® brand will provide a platform on Facebook for fans to show their support of additional inspiring pioneers and change agents around the world. By harnessing the power of its global fan base, the Levi's® brand hopes to raise awareness and support for a diverse range of pioneers around the globe who embody the ideals of the Levi's® brand.

### **“Levi's® Legacy”**

Filmed by Berlin-based director [Ralf Schmerberg](#), the 60-second film titled “Levi's® Legacy” is an emotional journey into the lives of young people expressing their hopes and dreams for a better world in meaningful ways. The film demonstrates how the next generation is seizing the day to create positive change through passionate scenes of pioneering youth captured throughout Germany – from Berlin to the Baltic Sea. Featuring the poem “The Laughing Heart,” by [Charles Bukowski](#), the film delivers a message of hope and empowerment that underscores the theme “Now Is Our Time.” The film closes with the Levi's® brand's ultimate call to action: ‘Go Forth.’

The ‘Go Forth’ digital engagement program and 60-second film are extensions of Levi's® ‘Go Forth’ global creative platform, which was unveiled in July. The integrated global ‘Go Forth’ campaign will appear in 24 countries and 19 languages and act as a rally cry to create positive change in the world today. The creative campaign was developed by Wieden+Kennedy and marks the first time the Levi's® brand has delivered a singular creative platform to a global audience. The digital engagement program was created in partnership with Dachis Group.

### **About the Levi's® brand**

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit [www.levi.com](http://www.levi.com).

### **About Water.org**

Water.org is a non-profit organization whose founders have transformed hundreds of communities in Africa, South Asia, and Central America by providing access to safe water and sanitation. Founded by Matt Damon and Gary White, Water.org works with local partners to deliver innovative solutions for long-term success. Its microfinance-based WaterCredit Initiative is pioneering sustainable giving in the sector. Learn more and make a difference at [www.water.org](http://www.water.org).

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