



For more information:  
Jenna Wheeler  
312.240.2729  
jenna.wheeler@edelman.com

## **DOCKERS® CELEBRATES MOTHER'S DAY WITH 10,0**

*100 Khaki-Clad Men Takeover New York City and San Francisco and Ask Everyone to Join Them in Honoring Moms this Sunday*

SAN FRANCISCO, May 5, 2010 – Who said chivalry is dead? This Mother's Day, Dockers® is asking men to Wear the Pants™ by performing 10,000 acts of chivalry on the streets of New York and San Francisco. On Sunday, from 10 a.m. – 2 p.m., local time in each city, 100 khaki-clad men will flock to the streets, conducting 25 chivalrous acts per hour. The chivalrous acts include: distributing roses, opening doors, helping to carry luggage, hailing taxi cabs, offering directions and greeting moms.

"We are proud to champion a new definition of manhood. One that embodies the old and the new - values including chivalry, integrity and sensitivity," said Jennifer Sey, the Vice President of Global Marketing for Dockers. "This Mother's Day we want to celebrate chivalry by showing Moms across the country just how thankful we are for everything they do."

### **Dockers 10,000 Acts of Chivalry**

#### New York City

Date: Sunday, May 9, 2010

Time: 10 a.m. – 2 p.m. EST

Location: Times Square, Bryant Park and Broadway Matinee Shows

#### San Francisco

Date: Sunday, May 9, 2010

Time: 10 a.m. – 2 p.m. PST

Location: Union Square, Ferry Building, and the Cow Hollow area

Dockers® is reaching out to influential bloggers and asking their help in encouraging men and women across the nation to Wear the Pants™ and perform their own chivalrous acts this Mother's Day. Take a few extra minutes to hail a cab, open a door, or say "Happy Mother's Day," to a Mom you don't know, and never ever forget your own Mom. Visit [www.facebook.com/dockers](http://www.facebook.com/dockers) to share posts and photos of how you're proving

chivalry exists this Mother's Day. Those participating in Dockers® "10,000 Acts of Chivalry," can also show their support on Twitter by using the #chivalryisnotdead hashtag this Mother's Day.

Mother's Day, one of the most popular holidays in the U.S. and celebrated on the second Sunday in May, was created by Anna Jarvis in Grafton, West Virginia, in 1908 as a day to honor one's mother.<sup>1</sup> Jarvis wanted to accomplish her mother's dream of making a celebration for all mothers, although the idea didn't take off until she enlisted the services of wealthy Philadelphia merchant John Wanamaker.<sup>2</sup> She kept promoting the holiday until President Woodrow Wilson made it an official national holiday in 1914.<sup>3</sup>

"Our goal this Mother's Day is to bring chivalry back," said Karen Riley-Grant, Director of Global Consumer Marketing at Dockers. "We're issuing a call to action to men across the country to Wear the Pants. Open a car door. Offer up your seat on the bus and wish every Mom you see, including your own, a Happy Mother's Day."

### **About the Dockers® Brand**

The Dockers Brand has embodied the spirit of khaki for more than 20 years. Quality? Always. Authenticity? Check. We make khakis that do their job so you can do yours. We're talking good-looking pants in a full range of fits, and the essential goods to go with them, for men and women. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. In over 40 countries around the world. Wearing the pants has never looked so good. For information on Dockers® and its products call 1-800-DOCKERS or visit [www.Dockers.com](http://www.Dockers.com).

###

---

<sup>1</sup> Louisa Taylor, Canwest News Service (2008-05-11). "[Mother's Day creator likely 'spinning in her grave'](http://www.canada.com/vancouver/news/story.html?id=c942370c-cdbb-43b2-af59-71ad4b546854)". *Vancouver Sun*. <http://www.canada.com/vancouver/news/story.html?id=c942370c-cdbb-43b2-af59-71ad4b546854>.

<sup>2</sup> Cristina Rouvalis, [For the mother of Mother's Day, it's just never been right](#), Cristina Rouvalis, *Pittsburgh Post-Gazette*, May 11, 2008.

<sup>3</sup> Virginia Bernhard (2002). "[Mother's Day](#)". in Joseph M. Hawes, Elizabeth F. Shores. *The family in America: an encyclopedia* (3, illustrated ed.). *ABC-CLIO*. p. 714. ISBN 1576072320, 9781576072325. [http://books.google.com/books?id=z55xx8\\_P08UC&pg=PT714&dq=%22mother%27s+day%22+origin&lr=&as\\_brr=3#v=onepage&q=&f=false](http://books.google.com/books?id=z55xx8_P08UC&pg=PT714&dq=%22mother%27s+day%22+origin&lr=&as_brr=3#v=onepage&q=&f=false).