



Contacts:

Catherine Sharkey, 203.417.3415

catherine@tommyjohnwear.com

Lynn Munroe, 845.548.1211

lynn@maracaibomedia.com

**PREMIUM MENSWEAR BRAND TOMMY JOHN LAUNCHES MEN OF SUBSTANCE CAMPAIGN
WITH FIRST ANNUAL HONOREE, STEVE WEATHERFORD.**

**COMPANY TO DONATE A PERCENTAGE OF SALES TO STEVE WEATHERFORD WORLD CHAMPION
FOUNDATION**

April 18, 2016 – New York, NY – Tommy John, the premium menswear brand, announced today that it has named NFL legend and long-time customer, Steve Weatherford as its first Man of Substance. The announcement came as the company launched its new Men of Substance campaign to celebrate genuine, independent minded men of all ages who are truly comfortable in their own skin.

“We are inspired by our Tommy John customers, from truckers to sportsmen, pilots to pastors, men who show us everyday what it means to live with integrity,” said Tommy John founder, Tom Patterson.

“These Men of Substance care about their families and their communities and they trust their gut and have the confidence to speak their minds. We want to seek out these men and let the world know their efforts have not gone unnoticed.”

As part of the Man of Substance annual award, Tommy John will donate 10 percent of proceeds from a favorite Tommy John item to the charity of each winner’s choice – or to a cause that is important to them. This month 10 percent of the proceeds of Weatherford’s favorite pair of underwear (the Second Skin Boxer Brief), will be donated to the Steve Weatherford World Champion Foundation, a nonprofit that helps young people overcome adversity and learn the skills to lead healthy, productive lives.

“You don’t have to be a sports hero to make a difference in the world,” said Steve Weatherford, Super Bowl champion and former punter of the New York Giants. “You just have to be an everyday hero to your family and in your community. I am so honored to be recognized by Tommy John for that because serving as a role model to others is the most important work I do in my life.”

“There is so much more to Steve Weatherford than who he is on the football field and in the gym. Steve has not been named Tommy John’s Man of Substance because of the Super Bowl ring on his finger, but rather for his entrepreneurial spirit, philanthropic heart and his endless devotion to his family and community,” adds Patterson.

Weatherford's role as Tommy John's first Man of Substance will also include marketing and social campaigns around the program. In months to come, the campaign will continue to celebrate a series of Tommy John fans and customers who demonstrate a lifestyle that is worthy of the title.

About Tommy John:

Tommy John is a company committed to addressing the real problems men have with their undergarments. Each product contains proprietary fabrics, innovative fit and functionality that eliminates unnecessary adjustments, discomfort, untucking and bunching. All Tommy John products can be found at Nordstrom, Dillard's, Bloomingdale's, over 100 premium men's stores, and online at www.tommyjohn.com.

About Steve Weatherford:

Steve Weatherford, Super Bowl Champion and former punter for the New York Giants, is nationally recognized for his extensive philanthropic work and his incredible strength, physique and approach to health and fitness. Under the umbrella of his foundation, the Steve Weatherford World Champion Foundation, Weatherford mentors close to 150,000 kids in his roles as Health and Fitness Ambassador of the Boys and Girls Club of New Jersey and as "head coach" for Wellness in Schools. He also serves as spokesperson for Second Chance Toys, the Breast Cancer Awareness Foundation, The Steve Weatherford Charity for Ghana, Rush the Punter, and Kicks for Kids.