

# LANDS' END

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## **Calling All Mini Meteorologists! Kids Have a Chance to Win a Guest Spot on The Weather Channel** Lands' End and The Weather Channel Announce Mini Meteorologist Contest Four Winners to Present Weather Forecast Live on Air

**DODGEVILLE, Wis.** (May 1, 2018) – For aspiring young meteorologists, the forecast calls for science, a mix of fun and a lot of personality thanks to the Mini Meteorologist Contest launched today by Lands' End in partnership with The Weather Channel. From now through May 21, 2018, kids between ages six and 16 are encouraged to submit an essay describing their love of science and the weather. Four lucky winners will travel to The Weather Channel headquarters in Atlanta for the opportunity to deliver a weather report on-air on July 12, National Summer Learning Day.

“What better way to foster a love of learning than to partner with The Weather Channel on this fun campaign to recognize kids passionate about science and meteorology,” said Michele Casper, vice president of brand marketing at Lands' End. “Lands' End is always looking for exciting ways to support the bright minds of our future and the Mini Meteorologist contest is such a fun way to put these exceptional kids in the spotlight.”

“What I love most about The Weather Channel is that I am learning every day. Whether it is new weather research or striving for the simplest way to explain a complicated weather phenomenon, every day I engage my mind to think creatively and scientifically,” said Jen Carfagno, on-camera meteorologist, The Weather Channel. “We are thrilled to partner with Lands' End to share this love with young meteorologists.”

Essays can be submitted at [landsend.com/lovelearning](http://landsend.com/lovelearning). Fifty finalists will be selected for a video interview to read a 30-second script. Judging criteria include poise, creativity and an overall love of meteorology. Four grand prize winners will be awarded a trip for two (winning entrant and guardian) to Atlanta to present the weather on National Summer Learning Day July 12, 2018 in addition to a new on-air Lands' End wardrobe.

Learn more at [landsend.com/lovelearning](http://landsend.com/lovelearning).

### **About Lands' End, Inc.**

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of clothing, accessories, footwear and home products. We offer products through catalogs, online at [www.landsend.com](http://www.landsend.com) and affiliated specialty and international websites, and through retail locations. We are a classic American lifestyle brand with a passion for quality, legendary service and real value, and seek to deliver timeless style for men, women, kids and the home.

## **About The Weather Channel**

For more than 35 years, The Weather Channel television network has been the leader in severe weather coverage, providing the most comprehensive analysis of any media outlet and serving as the nation's only 24-hour source of national storm coverage. For eight years in a row, Harris Poll has ranked The Weather Channel as the "TV News Brand of the Year." With trusted meteorologists who analyze, forecast and report the weather - its expertise is unrivaled. Engaging with fans and delivering content to feed their fascination with all things weather is paramount to the network's mission. With its community platform, [weloveweather.tv](http://weloveweather.tv), the network created a 2-way dialogue with fans, establishing an ongoing relationship with those that have a passion for weather. In March 2018, The Weather Channel's parent company, Weather Group, was purchased by Byron Allen's Entertainment Studios ([entertainmentstudios.com](http://entertainmentstudios.com)). This acquisition allows Entertainment Studios to expand into the increasingly important live and local news category, while providing opportunity for The Weather Channel to further expand its reach and influence in the media space. For more information visit [weathergroup.com](http://weathergroup.com).

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