PVH Corp. partners with Americares for disaster relief

By Jennifer Braun - April 6, 2021

PVH Corp. has joined the Americares Emergency Response Partner Program where it will support the organization’s ongoing preparedness, response and recovery efforts around the world.

As part of the partnership, the PVH Foundation – the company’s philanthropic fund specifically dedicated to nonprofit donations and volunteer programs – will provide annual funding to Americares emergency relief efforts.

The funds will go towards relief supplies for disaster-prone countries, on-call disaster response experts, supporting needs assessments and deploying emergency response teams to disaster zones.

“The partnership with Americares builds on PVH’s overall disaster relief efforts that provide company and associate-driven funding for immediate relief and long-term recovery in communities where our associates live and work,” said Guy Vickers, president, PVH Foundation.

“We are proud to continue our support of Americares important work on the ground in communities around the world, and further our company purpose to drive fashion forward for good.”

“We are so grateful for PVH's generosity and commitment to giving back—especially during times of crisis,” added Americares vice president of emergency programs, Kate Dishino.
“Americares Emergency Response Partners build the foundation from which all our responses are launched and PVH’s support will allow us to prepare for and rapidly respond to future emergencies around the globe.”

PVH, parent company of brands like Tommy Hilfiger and Calvin Klein, first partnered with Americares earlier this year during the Texas cold weather crisis when it provided emergency shipments of bottled water, life-saving medicines, PPE and other essential relief items for families and local health centers.

Americares has professional relief workers ready to respond to disasters and stocks emergency medicine and supplies in its warehouses in the U.S., Europe and India that can be delivered quickly in times of crisis.

Launched over 40 years ago, the organization responds to more than 30 natural disasters and humanitarian crises worldwide each year and has provided more than $19 billion in aid to 164 countries, including the United States.

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