



## **Stitch's Supports Willie Nile to Raise Money for Parkinson's Research**

*Proceeds of specially designed limited edition pants support Light of Day Foundation*

ASBURY PARK, N.J. (Nov. 26, 2013) – Stitch's, the iconic [American lifestyle brand](#), and American rock n' roll legend [Willie Nile](#) have partnered to raise money for Parkinson's research through the creation and sale of a unique, limited edition all black denim jean. Only 120 pair of these exclusive pants will be produced with 100 percent<sup>1</sup> of sales going to the [Light of Day Foundation](#), a New Jersey-based 501 © (3) organization which funds research into possible cures, improved treatments and support for persons suffering from Parkinson's disease and related illnesses.

The partnership is timed to coincide with Nile's January 2014 performance at Light of Day's signature event in Asbury Park, NJ, that in past years has featured Nile performing on the same stage with artists like Bruce Springsteen, Michael J. Fox, Joe Grushecky, Jakob Dylan, Lucinda Williams and other legendary artists.

Willie Nile and Stitch's closely collaborated on the styling and design of the pants to create something that embraces Willie's authentic rock n' roll attitude, reflects the compassion of the community supporting the cause, and honors the courage of the more than one million Americans fighting Parkinson's Disease. The [Stitch's LTD by Willie Nile](#) pant features a proprietary denim blend in Stitch's darkest new wash, Black Hawk; button fly with all black hardware, and a branded all black leather back pocket patch. Typical of [Stitch's pants](#), the personalization continues in the interior of the pants. Lyrics from Willie Nile's [American Ride](#) song are screened onto the inside of the wearer's front right pocket as daily inspiration to enjoy the journey of life. The interior also features a stamp of authenticity certifying the pant as one of the only 120 produced. The Stitch's LTD by Willie Nile pants come exclusively in the

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<sup>1</sup> Excluding sales and other taxes applicable in state of purchase.

[Barfly fit](#), a slim cut straight leg silhouette, and include a collectable hangtag commemorating the Stitch's and Willie Nile collaboration as well as an individual Certificate of Authenticity personally signed by Willie Nile.

"I want to give people who can't come to the shows an opportunity to support a great cause and get involved," said Willie Nile. "To be able to offer fans a unique, stylized pair of pants I designed with Stitch's and have all the purchase money, not just the net proceeds, go to the cause is extraordinary. This will be my 15th year performing at Light of Day since its inception in 2000, so having my fans be able to help make a difference in this new way is exciting."

"It is fantastic to work with Willie because he is very in tune with how each subtle detail works off the other, and combining details to make truly original pieces with incredible quality is something Stitch's has focused on for years," said Carolina Silva, head designer for Stitch's. "Getting involved with the Light of Day Foundation to support the cause is something that resonates with fans of Stitch's and fits with who we are as a brand. It's always exciting to bring interesting ideas and people together to make a real-life positive impact, and we're proud to have Stitch's LTD by Willie Nile pants be a part of that process."

Stitch's LTD by Willie Nile will be available exclusively online and can be obtained for a \$200 donation. Stitch's LTD by Willie Nile pants are available in sizes 28, 29, 30, 31, 34, 33, 34, 36 and 38 in limited quantities, available on first ordered basis and with sizes not being restocked. To get your pair of Stitch's LTD by Willie Nile pants, visit [www.Lightofday.org/stitchs](http://www.Lightofday.org/stitchs) or send a note to [brand@stitchsusa.com](mailto:brand@stitchsusa.com) for more details.

Nile, the critically acclaimed NYC based singer/songwriter, has received [hundreds of reviews](#) of his number one debuting Loud and Proud Records release [American Ride](#) on the Billboard Top New Albums Chart. Of the album, Yahoo/Rolling Stone exclaim that "it's better than what most performers in 2013 have to offer by far. And maybe you should find out for yourself."

For more on Stitch's, visit [www.stitchsusa.com](http://www.stitchsusa.com).

#### **About Stitch's**

Founded in 2007, Stitch's is an American lifestyle brand providing customers with premium pants and tops that deliver the ultimate wearing experience. Stitch's differentiates itself from other brands by remaining authentic and designing its clothing to fit the person who is actively enjoying life and all its spontaneity. Stitch's operates under the belief that a good fitting, good looking pair of pants that wears

well, will never be stale. Easily found in the finest boutiques around the USA, from LA to Florida and the Northeast, Stitch's is also sold internationally in Europe and Southeast Asia. For more information, call 858-755-5411 or visit [www.stitchsus.com](http://www.stitchsus.com).

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