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For Immediate Release

**INTIMATE APPAREL SQUARE CLUB TO HONOR PVH CORP
and Target AT 2016 H.U.G. GALA**

GALA TO BENEFIT PEDIATRIC TREATMENT AND REHABILITATION

**Accepting on Behalf of PVH Corp
Les Hall
President Core Intimates**

Retailer Honoree - Target

New York, NY, September, 2016 - The Intimate Apparel Square Club (aka Project Help Us Give), the New York-based charity, announced that it will celebrate its 61st Anniversary at this year's H.U.G. Gala honoring industry leaders PVH and Target..

The H.U.G. Gala will take place on Wednesday, November 2, 2016 at the luxurious 230 FIFTH PENTHOUSE in New York City. In attendance will be apparel industry executives from the retail, manufacturing and supply sectors. The funds raised will benefit Rusk Rehabilitation's pediatric programs and other children's services at NYU Langone Medical Center. To date, the H.U.G. Gala has raised more than \$6 million for Rusk pediatric rehabilitation and Tisch Hospital programs.

"This year marks a major milestone for the Intimate Apparel Square Club, our 61st year of making better the lives of those who cannot help themselves and giving hope to those in need," said IASC President Clelia Parisi. "We will use the occasion of our November 2nd H.U.G. Gala to give special thanks to our members, industry friends, past honorees and contributors for their continuing generosity."

ABOUT THE H.U.G. GALA

Established in 1955, The Intimate Apparel Square Club (IASC) is a 501(c)(3) nonprofit organization. The Club's annual fundraiser, which was renamed the H.U.G. (Help Us Give) Gala in 1998, honors well-respected, high-profile companies and individuals, and has generated more than \$6 million in support of Rusk Rehabilitation at NYU Langone Medical Center.

To learn more about Project Help Us Give (aka Project H.U.G. or the IASC), the H.U.G. Gala or to donate, visit www.thehugaward.org. You can also contact the office by email: ProjectHelpUsGive@frontier.com or phone: 845-758-5752.

ABOUT RUSK REHABILITATION AT NYU LANGONE MEDICAL CENTER

Rusk Rehabilitation has been ranked the best rehabilitation program in New York and one of the top ten in the country since 1989, when *US News and World Report* introduced its annual "Best Hospitals" rankings. Rusk is among the most renowned centers of its kind for the treatment of adults and children with disabilities—home to innovations and advances that have set the standard in rehabilitation care for every stage of life and every phase of recovery. To learn more about Rusk Rehabilitation, visit <http://nyulangone.org/locations/rusk-rehabilitation>.