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## **NEW ERA CAP AND JACKIE ROBINSON FOUNDATION TEAM UP FOR WORTHY CAUSE DURING BLACK HISTORY MONTH**

*- Leading Headwear Manufacturer to Donate \$1 of Each Cap Sold at its New Era Flagship Stores and Neweracap.com in February Towards Scholarships for JRF Students -*

**BUFFALO, NY** (February 2, 2010) – In a time when financial support is needed more than ever for students, New Era Cap Co., Inc., the premiere, global headwear designer and manufacturer, has announced it will continue its strong partnership with the Jackie Robinson Foundation (JRF) during the month of February 2010 by donating \$1 for every cap purchased at its New Era Flagship Stores or at [www.neweracap.com](http://www.neweracap.com) to the JRF scholarship program. The Company's support coincides with Black History Month which celebrates influential African Americans including the remarkable Jackie Robinson.

“New Era is extremely proud to continue its partnership with the Jackie Robinson Foundation and help contribute to the education of the leaders of tomorrow,” said New Era CEO Christopher H. Koch. “We hope to build upon the success of last year’s campaign to increase awareness and raise money for this great organization named in honor of the immortal Jackie Robinson.”

Along with financial support and in-kind contributions, New Era will continue to have an active role in mentoring JRF scholars, who are distinguished minority students with financial need and records of leadership capacity, with internships and career placements.

“New Era has been a great friend and benefactor of the Jackie Robinson Foundation, both through its generous donations and ongoing public efforts,” said Della Britton Baeza, President and CEO of the Jackie Robinson Foundation. “New Era’s continued support allows the Foundation to advance its mission of creating a strong pool of well-prepared, young leaders, while informing the national dialogue on closing the achievement gap in higher education.”

A list of New Era Flagship Stores can be found at [www.neweracap.com](http://www.neweracap.com). To make a contribution to the Jackie Robinson Foundation, please call (212) 290-8600 or visit the Foundation’s website at [www.jackierobinson.org](http://www.jackierobinson.org)

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### **About the Jackie Robinson Foundation**

Established in 1973, the Jackie Robinson Foundation (JRF) is one of the nation's premier education and leadership development programs. It provides four-year college scholarships and graduate school grants to minority students who demonstrate academic distinction, leadership capacity and financial need. Transcending financial assistance, the Foundation provides to its scholarship recipients a comprehensive set of support services, including mentoring, career guidance and practical life skills, resulting in an impressive nearly 100% graduation rate, more than twice the national average for minority students. JRF’s innovative approach over the last 36 years of matching extensive mentoring, academic support services and career planning programs with generous financial scholarships has become a national paradigm in minority higher education intervention. There are currently 248 JRF scholarship recipients in the program representing 92 colleges and universities across the country and hailing from 31 states. Since its inception, the Foundation has provided over \$21 million in direct financial aid and \$22 million in programmatic services, for a total of \$43 million of support to 1,400 deserving students.

**About New Era Cap**

Founded in 1920, New Era Cap Company, Inc., the leading headwear manufacturer and creator of New Era Apparel, brings to market products that transcend time, culture, sport and fashion. Producing millions of caps per year, New Era is the exclusive manufacturer and marketer of the official on-field cap worn by every Major League Baseball team and their Minor League affiliates and maintaining agreements with other licensed entities. On the street, New Era is known as the Originator of the True Fitted for its signature cap style, the 59FIFTY. The Company is headquartered in Buffalo, New York, and has offices in California Canada, Japan Hong Kong and throughout Europe. New Era Cap is a Participating Company (PC) of the Fair Labor Association.