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For Immediate Release

Tommy Bahama®



**Parks, Recreation
and Historic Preservation**

Tommy Bahama Partners with New York State on Official Uniforms for Jones Beach Lifeguards for Summer 2016



Official *Tommy Bahama* Uniforms for Jones Beach Lifeguards for Summer 2016

This summer, *Tommy Bahama* and the New York State Office of Parks, Recreation and Historic Preservation are collaborating in support of Long Island State Park beaches and the Jones Beach Lifeguard Corps. *Tommy Bahama* will bring its relaxed, “*Make Life One Long Weekend™*” philosophy to the beautiful beaches of Long Island, by providing the official lifeguard uniform t-shirts, rashguard and board shorts. This is the first time the lifeguard uniforms will be made from technical fabrics with a UPF 50+ rating for sun protection. There will also be *Tommy Bahama* recognition signs on lifeguard chairs, stands and lifeguard shacks. The full opening for all Long Island region beaches is Saturday, June 25.

“For many New Yorkers, summer is best enjoyed with surf, sun and a fun day at the beach,” said State Parks Commissioner Rose Harvey. “We are excited to partner with *Tommy Bahama* to support our beautiful sandy beaches and the Long Island lifeguards who watch over them and keep millions of park visitors safe. Not only does this new gear provide greater sun protection for our lifeguards, but the iconic *Tommy Bahama* brand also instills a summertime state of mind that’s long been an essential part of the Long Island

beach experience.”

“We’re honored to partner with the Jones Beach Lifeguards this year. For *Tommy Bahama*, summer is about going to the beach and enjoying all it has to offer. The lifeguard’s commitment to safety allows New Yorkers to take advantage of some of the most beautiful beaches in the world. We’ve designed uniforms that will deliver comfort, style and most importantly, one more layer of protection against the sun,” says Rob Goldberg, Executive Vice President Marketing at *Tommy Bahama*.

Tommy Bahama will provide 500 Jones Beach Lifeguards with custom designed uniforms made from fabrics containing a UPF 50+ rating for sun protection. The navy blue and yellow uniforms will include a long sleeve rashguard and swim trunks made of technical fabrics, as well as long and short sleeve 100% Pima cotton t-shirts, all featuring a specially designed co-branded logo. This is the first time the official lifeguard uniform will be made from fabrics with a UPF 50+ rating to provide critical sun protection.

The Jones Beach Lifeguard Corps is responsible for water safety operations within seven heavily visited metropolitan New York beaches, including three major facilities on the Atlantic Ocean and two pools at Long Island State Parks, which serves an estimated 12 million visitors each season. The beaches include Jones Beach, Robert Moses, Hither Hills, Heckscher, Orient, Wildwood and Sunken Meadow State Park beaches as well as swimming pools at the West Bathhouse Jones Beach and Montauk Downs. Established in 1929, the corps is one of the nation’s premier rescue organizations.

The public-private partnership also includes *Tommy Bahama* sponsorship of the 38th Annual Volleyball Tournament at Jones Beach on July 16-17, which hosts over a thousand players. This is a free co-ed tournament consisting of four and six player leagues.

Tommy Bahama will also provide scholarships to support the popular Junior Lifeguard program. This program provides training for young adolescents to become future lifeguards within the New York Metropolitan area beaches.

In recognition of the Long Island region beaches, *Tommy Bahama* will host a special “Shop for a Cause” event at their New York City flagship store and restaurant on Fifth Avenue and at the Walt Whitman Shops in Huntington Station, Long Island. On Friday, June 24, 20% of net sales at both locations will be donated to the Natural Heritage Trust (NHT) which benefits public programs for parks, recreation, cultural, land and water conservation and historic preservation purposes of the State of New York. The NHT accomplishes its mission through cooperative programs and projects with its agency partners: New York State Office of Parks, Recreation and Historic Preservation (OPRHP), Department of Environmental Conservation (DEC) and the Department of State (DOS). The NHT is dedicated to building and sustaining relationships with organizations that share mission compatible goals and purposes.

About Tommy Bahama

Tommy Bahama is part of Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, *Tommy Bahama* is an island-inspired lifestyle brand that defines relaxed, sophisticated style in men’s and women’s sportswear, swimwear, accessories, footwear and a complete home furnishings collection. The company owns and operates over 160 *Tommy Bahama* retail locations worldwide, 16 of which offer a *Tommy Bahama Restaurant & Bar*. The *Tommy Bahama* collection is available on *TommyBahama.com* and at the finest U.S. retailers, including Nordstrom and other specialty retailers. Additional stores will be opening this year. For more information, please visit www.tommybahama.com.

About Jones Beach and New York State Parks

Jones Beach is a world-class swimming destination offering Atlantic Ocean and bay swimming along a 6.5 mile beachfront. The park is undergoing a \$65 million revitalization to restore its historic grandeur, expand food and beverage service, streamline park entry and increase storm resiliency as part of Governor Andrew M. Cuomo Parks 2020 initiative to redesign and rebuild state parks for the future. Statewide, the New York State Office of Parks, Recreation and Historic Preservation oversee 180 state parks and 35 historic sites, which are visited by 65 million people annually. For more information on any of these recreation areas, call 518-474-0456 or visit www.nysparks.com, connect on Facebook, NY State Parks & Historic Sites, or follow on Twitter @NYstateparks

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