

LANDS' END®

DIRECT MERCHANTS

Fall 2000 Kids' Catalog

Born Heroes

Our 2nd annual salute to
children who change the world

Fall Forecast

Hand-me-down tough
Tees, Turtles & Sweats

The amazing amphibious
All-weather Hiker
and lots more great footwear

Cuddlesome
Cotton Sweaters

Great prices on
Super-plush
Polartec



*Taylor Crabtree's bears bring
smiles to kids with cancer.*

Lands' End Born Hero Awards **Saluting children**

Heroes are generally people we look up to – big, strong, all-knowing. But we've found that some of the biggest heroes come in the littlest packages. They're a special sort of kids who strive to solve the world's most daunting problems. They're young, innocent (some would say naive), but fearless in facing what most grown-ups would consider impossible missions. And somehow, against all odds and reason, they succeed.

A little less than a year ago, we announced the start of a national search for these special kids. You wrote, e-mailed and phoned, to tell us about terrific young people who are helping others, caring for the environment and making their communities better places to live.

In this issue, we bring you three such children, selected from the many stories you shared. With small hands and big hearts, they've made the world a happier place for us all. They're our Born Heroes. We hope they inspire you as they do us.



Do you know a Born Hero?

If you know a child between the ages of 6 and 12 who's doing great things for people, for the community or for the environment, tell us all about it! If selected, your nominee will receive a \$5,000 donation to support his or her cause, and be featured in our catalog and on our Web site. There's no entry form or deadline. Just pop us an e-mail at talkback@landsend.com or send your letter to Editor, Lands' End Kids', 5 Lands' End Lane, Dodgeville, WI 53595.

Taylor gives bear hugs to kids with cancer.

There's a mountain of teddy bears in Taylor Crabtree's family room, but they won't be there long. Soon each bear will be hugged ("to make sure it has lots of love to give," Taylor explains) and shipped to hospitals throughout the United States, where it will end up in the arms of a child with cancer.

"I started doing this because both my grandmothers had cancer, and one of them died from it," says the California fifth grader. "It's a hard disease for anyone, especially kids. Bears help them feel better when they're scared or lonely."

In the past three years, the 10-year-old has given away 7,000 of the specially made stuffed toys. She raises money to buy the bears by selling hairclips, hand-painted by a growing corps of volunteers. She sells the clips outside local stores, at speaking engagements, and from her Web site, taybearhugs.org. On the business side of her venture, Taylor keeps meticulous computer records, makes deposits, writes checks, and balances her bank statement.

"Every year, about 12,000 kids are diagnosed with cancer and chronic blood diseases," Taylor adds. "I'd like to be able to give every one of them a bear to love."

On Taylor's behalf, Lands' End has donated \$5,000 to the nonprofit Taybear Company to purchase teddy bears for kids with cancer.

Fall 2000

Accessories	24-25, 82-83
Backpacks, Luggage	48-50
Better-made Basics	26-33, 47
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Diaper Bags	50
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