CELEBRATING OUR EVERYDAY HEROES



2020 is a year we'll never forget and while we all have our stories to tell, one story we can't forget is that of our everyday heroes. In honor of the men and women on the frontline, we're excited to introduce our new fall campaign that celebrates everyday heroes. While each one of our heroes can be found on the cover of magazines, in ads and in some cases on tv, they can also be found on the frontline in hospitals, schools, grocery stores, police and fire departments. They are important to our community and we wanted to share their stories as a way of saying thank you for all they're doing to keep us safe and healthy.

> Charles River Apparel for your everyday heroes!



MEET ANGELICA







Angelica is a nurse and works in acute care (both medical and surgical).

"I was inspired to go into nursing because of my grandmother who was also a nurse. I saw first-hand how she helped people and I wanted to do the same".

Angelica has also traveled to Haiti on a medical mission trip (pre-covid) and said "it was a humbling and rewarding experience to be able to provide healthcare to those who cannot easily access it on a daily basis".

*Product clockwise from top left: Women's 5156 - Mystic Sweater Hoodie Women's 5191 - Animal Print New Englander® Rain Jacket | Women's 5153 - Laconia Hooded Sweatshirt

MEET BRANDON 7TH GRADE TEACHER

MYSTIC SWEATER HOODIE MEN'S 9156

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MANCHESTER RAIN JACKET MEN'S 9161 2



Brandon is a 7th grade Art teacher at Londonderry Middle School.

"I love working with kids and tapping into their creative minds. To see them take a blank piece of paper, canvas or clay and mold it into something unique and creative that represents who they are is inspiring and rewarding."

MARY BIKE C MEET JESSLEN NURSING STUDENT & NURSE'S ASSISTANT

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HIGHLAND

LACONIA HOODED SWEATSHIRT WOMEN'S 5153

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Jesslyn is a nursing school student at Middlesex Lowell and a nurse's assistant on the neurology floor at Beth Israel.

"I didn't start off in nursing, in fact I got my first degree in psychology at UNH. After graduation my dad was diagnosed with cancer (happy to say he's doing better now) and after being on the hospital floor for the first time in that capacity, I was inspired to change careers and become a nurse."

Jesslyn will be graduating in December and hopes to continue on at Beth Israel.

*Product clockwise from top left: Women's 5133 - Sherpa Full Zip | Women's 5144 - Derby Lace-Up Tunic Adult 9359T - Crosswind Quarter Zip Sweatshirt (Tie-Dye)

MEET JENNIFER CRITICAL CARE NURSE











Jennifer is a Critical Care nurse, she works in the PACU (Post Anesthesia Care Unit).

"I became a nurse because I have always wanted to take care of people. The most exciting part of nursing is saving a person's life, catching them when that are not doing well and being there for them and their families. There are many rewarding days being a nurse, making a difference in someone's life never gets old."

MEET BIANKA

DERBY LACE-UP TUNIC WOMEN'S 5144



NUMBER

-06





Bianca is a nurse at Salem Hospital. When we asked her why nursing,

"I knew I wanted to go into the medical field but after experiencing a spinal cord injury my senior year in high school, I saw the difference in the relationships between nurses and doctors and knew that I wanted to be a nurse. Nurses create incredible relationships with their patients and they are incredibly nurturing".

ARMY NATIONAL GUARD/HONORS FUNERALS





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Matt is a member of the Army National Guard/Honors Funerals.

"Honestly, I didn't know what I wanted to do when I graduated college and this afforded me the opportunity to work while paying for college. When they put me in the honors funeral role my first thought was, I can't do this, I'm too happy and this will just bring me down. What I learned was that being a positive person helped put the families at ease and the whole honors process is such an amazing tribute to the men and women who keep our country safe."

MEET VINCE VIDEO PRODUCTION CHANNEL 7 NEWS







Vince works for Channel 7 News behind the scenes in post video production and operations. He's also been a man on the street capturing news.

"I went to school for communications and knew I wanted to deliver information and content that was relevant and kept audiences informed about what's happening in the world. Information is key during times like this and I'm proud to be able to help keep our communities informed."



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THANK YOU TO ALL OF OUR 'EVERYDAY HEROES'