

# DAY OF

# Champion®

## Monday, September 19

Top executives from Champion and HanesBrands, along with a panel of members from UNC Kenan-Flagler Business School, Hussman School of Journalism and Media and Sustainable Carolina, will discuss current and future keys to branding, corporate mission and sustainability.

### PANEL SESSIONS

9:30AM-12PM • THE GREAT HALL, STUDENT UNION  
FREE FOOD

### GIVEAWAYS!

11AM-2PM • THE PIT  
CHAMPION GEAR GIVEAWAYS AND GAMES • FREE FOOD



#### BRANDING & MARKETING

**JOHN SHUMATE**, Vice President  
of Brand Marketing for Champion



#### CORPORATE & SOCIAL RESPONSIBILITY

**CHRIS FOX**, Chief Sustainability  
Officer for HanesBrands Inc.



All activities are free and open to the public. Hosted by UNC Trademarks and Licensing.



KENAN-FLAGLER BUSINESS SCHOOL  
Undergraduate Business Program

**HANES**  
*Brands Inc*



HUSSMAN SCHOOL  
OF JOURNALISM AND MEDIA

Carolina Athletics Marketing • Carolina Housing • Sustainable Carolina  
UNC Spirit • Campus Recreation • Carolina Dining Services • BeAM