



lucy Activewear Announces Partnership with 2012 Wanderlust Festival

Alameda, Calif. – June 20, 2012 - lucy® activewear, a fitness apparel company with feminine appeal, is pleased to announce its partnership with Wanderlust Festival, the one-of-a-kind yoga and music festival set within the nation's most inspiring natural scenery. Festival attendees will be able to practice more than ten styles of yoga led by the world's top yoga talent, including Seane Corn, Shiva Rae, Eoin Finn, Rodney Yee, and Baron Baptiste, all housed under the lucy® tent.

In addition to the main lucy® tent, there will be a lucy® booth for unique activities such as *find your tote mate*, *rockspiration* and *DIY jewelry*; as well as a selection of Fall 2012 merchandise, provided by lucy and worn by Wanderlust yoga instructors, available for purchase.

"We are thrilled to be partnering with Wanderlust", said Mark Bryden, President of lucy. "Wanderlust and lucy share a love of the energetic and connected community that is created through shared physical activity"

Guests will enjoy lectures, organic farm to table dinners, biodynamic wine tastings, outdoor adventure activities, acroyoga, slacklining, and hula-hooping before easing into nighttime performances from the likes of Thievery Corporation, and Ziggy Marley, to name a few.

The 2012 Wanderlust Festival season dates are set, kicking off at Stratton Mountain, Vt., on June 21-24; Copper Mountain, Colo, on July 5-8; and Squaw Valley USA, North Lake Tahoe, Calif on July 26-29.

With festival dates quickly approaching, there's still a chance to plan an ultimate escape this summer at Wanderlust. For more information please visit: www.wanderlustfestival.com.

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About lucy

lucy Activewear designs and sells fitness apparel with feminine appeal for active women. Over the past ten years, the lucy® brand has grown from lucy.com, an online-only retailer, to a national bricks-and-mortar chain operating 58 stores. In August of 2007, VF Corporation, a global leader in lifestyle branded apparel, completed its acquisition of lucy activewear, Inc. As a result, lucy is now a wholly owned subsidiary of VF Corporation.

About Wanderlust:Wanderlust Festival, LLC is a producer of large-scale lifestyle festival events focusing on yoga, music and wellness. Its flagship festival, Wanderlust, was first launched in California in 2009 and has already become the largest multi-day yoga event in the world as well as a significant player in the larger US festival market. The company was founded in 2009 as a joint venture between Velour Music Group, an artist management company and event producer based in New York City, C3 Presents and Starr Hill Presents, event producers responsible for the top music festival brands in the country, including Austin City Limits Festival, Lollapalooza, Bonnaroo and Outside Lands. For more information, please visit www.wanderlustfestival.com. Become a fan of Wanderlust at www.facebook.com/wanderlust and follow Wanderlust on Twitter at www.twitter.com/wanderlustfest.