

# FIGHTFROMHOME

**YORK**  
**ATHLETICS**  
MFG.

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## BACKGROUND

YORK Athletics Mfg. is a family-owned performance footwear brand based in Boston that's committed to celebrating and supporting everyday fighters on their journey toward personal growth. So when the impacts of COVID-19 first began to hit back in March, we knew YORK needed to do what any good fighter does when they're up against the ropes: hit back hard.

## IDEA

Our solution was to have YORK do what they've always done: provide support for the everyday fighters. Which meant keeping the frontline on their feet – those nurses, doctors, emergency responders and other essential workers battling their way through 12-or even 18-hour shifts as they dealt with a growing wave of new COVID-19 cases day after day. By supplying those workers with pairs of The Gail, YORK's easy slip-on sneaker designed specifically for comfort, we knew we could do our part to give frontline heroes a little extra support at a time when they needed it most.

We made it our mission to get new sneakers onto the feet of as many of these essential workers as possible.

## EXECUTION

To support this mission, the “Fight from Home” campaign was born – an initiative asking fans, neighbors and community members to purchase and donate a pair of Gails to a frontline worker, either for someone they know personally or as a random act of kindness for a stranger. In exchange for their generosity, donors were rewarded with their own pair of YORK sneakers for free.

To spread the word, we quickly deployed a targeted digital campaign announcing the call for donations and inviting folks to get involved. Through owned and earned media, we shared our initiative with the world, mobilizing folks to help us fight from couches, basements, kitchen tables and dining rooms across the country.

## RESULTS

Our audience didn’t just respond, they overwhelmed.

In the span of a few short weeks, customers from coast to coast had donated every single pair of Gails in YORK’s warehouse to frontline heroes, sending literal support to essential workers on the East Coast, the West Coast and everywhere in between. The outpouring of kindness and compassion delivered new sneakers to 1,163 essential workers, with nearly a third of all those donations being purchased by complete strangers.

All said, the Fight from Home campaign not only demonstrated the importance of rising to the challenge, but also accomplished our mission of keeping the frontline on their feet and a little more prepared to fight each day.

