

GENERATE NUDECLEAR ENERGY FOR THE RIGHT TO MARRY FOR LOVE.

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Swedish Fashion brand Björn Borg's has launched a digital way for people to take an active stand for more love in the world. For each couple united on unitethelovers.com, Björn Borg will support the Love commandos with means to shelter true lovers.

Why? Because love is a privilege that far from all couples can afford. An arranged marriage is commonly what is offered and the rebels choosing love before tradition often face brutal consequences.

The Unite the Lovers initiative is the digital activation of the Björn Borg campaign Björn Borg says JA! to Nudeclear Power – the power of love. Through unitethelovers.com, Björn Borg supports Indian voluntary organisation Love Commandos, who shelter Indian couples fighting for their right to true love.

“Love Commandos turned out to need loving support and since both them and we believe in love, it was the perfect match. It is a human right to love and to be loved by whomever you wish”, **says Lina Söderqvist, Marketing Director, Björn Borg AB.**

In today's India, arranged marriages are still the ruling tradition. According to UNICEF, as many as 90% of all marriages in India are arranged by parents according to the United Nations. Love being literally a matter of life and death, Indian voluntary organisation Love Commandos offer a refuge – shelter and a chance to wed your true love. Founded in 2010, Love Commandos receives an average of 300 calls per day and has to date helped 23 000 couples, offering seven shelters in New Delhi and NCR (National Capital Region) as well as over 200 shelters around the country.

Support the right to love: www.unitethelovers.com
Love commandos: www.lovecommandos.org
#unitethelovers

LOVE COMMANDOS CONTACT? ARBETSGRUPP? PLÅTIS; MODELLER; STYLING ETC?

FOR FUTHER INFORMATION, PLEASE CONTACT

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear. It also offers sportswear and fragrances as well as footwear, luggage & bags and eyewear through licensees. Björn Borg products are sold in around thirty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. In total, there are 38 Björn Borg stores, of which 17 are operated in the Group. Total sales of Björn Borg products in 2013 amounted to around SEK 1.5 billion at the consumer level. Group net sales amounted to SEK 499 million in 2013, with 159 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.