



September 14, 2009

Mr. Glenn K. Murphy
Chairman and CEO
Gap, Inc.
Two Folsom Street
San Francisco, California 94105

Dear Sir:

A number of your customers have recently complained to us about the sale of t-shirts promoting beer drinking. One shirt said "Beer Pressure: Worth Giving Into."

And imagine our surprise to discover the price was lowered to \$5.00 on the weekend before school started. If this isn't marketing to the back-to-school crowd, I don't know what is.

As I wrote to you last December, the sale of such items to a young customer base are repugnant and not worthy of your company's record in the area of social responsibility.

Oregon Partnership and other anti-drug coalitions are making real inroads in informing parents, educators and the business community about how alcohol use among adolescents is even more dangerous to their developing brains than previously believed.

But we need your help. The sale and promotion of t-shirts that promote drinking to young people is socially irresponsible. And Oregon Partnership and other anti-drug coalitions around the country will not let go of this issue!

After considerable media coverage and complaints from groups like ours, Macy's and Bloomingdales decided to take beer t-shirts off their shelves a couple of years ago. Other stores have followed suit.

Please eliminate the sale of these t-shirts, and help promote a healthy lifestyle for our youth.

Thank you.

Sincerely,

Pete Schulberg
Communications Director
Oregon Partnership

cc. Mr Tom Wyatt
President, Old Navy

Oregon Partnership exists to end substance abuse and suicide.