



FOR IMMEDIATE RELEASE

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SOL's BRA DRIVE for THE GATHERING PLACE

Denver, Colorado -- October 2008 -- Since 2005 SOL has distributed more than 2500 bras to the women of The Gathering Place, Denver's only daytime drop-in center for women and children who are experiencing homelessness or poverty. But SOL owners Cindy Johnson and Jeanie Peterson along with SOL lingerie's staff do more than just donate the bras. They come once each month to do the same private fittings they do for their Cherry Creek North customers, demonstrating a gentle touch and taking one more burden from the women The Gathering Place serves. If none of the donated items fits a woman, SOL orders a brand new bra from a manufacturer free of charge.

The Gathering Place nominated SOL in 2008 as part of their Bridget's Boutique volunteers for a DOVIA Award. DOVIA stand for Directors of Volunteers in Agencies and the Colorado chapter holds a yearly luncheon to honor excellence in volunteering.

KATHIE LEE GIFFORD DONATION

When SOL co-owner Cindy Johnson fit Kathie Lee Gifford and the celebrity Today Show Host found out about the service, she was moved to donate all of her gently worn bras to the cause. She acknowledged that while getting a bra fitting herself was wonderful, being able to donate all her unwanted bras to women who really needed them was even better. Whether it is one bra or several, each donation truly makes a difference.

OCTOBER BRA DRIVE

For the month of October SOL will be collecting new and gently-worn bras to donate to The Gathering Place. When you bring your gently worn bras to SOL, treat yourself to a bra fitting and make a difference for yourself AND someone else.

SOL specializes in bra fittings and is known for its exceptional service and exquisite collection of fine lingerie. Their outstanding collection includes robes, pajamas, loungewear, bras and panties from well known designers including Hanky Panky, Marie Jo, Prima Donna and Natori. Located at 248 Detroit Street in Cherry Creek North. Open Monday through Saturday. Shop online at www.SOLLingerie.com. 303-394-1060

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