



Leading Online Plus-Size Retailer, AlwaysForMe.com, Teams with Enell Sports Bra in October 2008 Breast Cancer Awareness Promotion

In recognition of October's Breast Cancer Awareness month, plus size e-tailer, www.AlwaysForMe.com, has joined forces with the manufacturer of the Enell sports bra to sell a special "Hope" bra in pink to benefit breast cancer research.

Hauppauge, NY (PRWEB) September 28, 2008 -- Leading Internet retailer of plus size swimwear, active wear and lingerie, www.AlwaysForMe.com, has joined forces with intimate apparel manufacturer, Enell, to market a special pink sports bra, brand named "Hope", in recognition of breast cancer awareness month this October. A portion from the sale of every Enell pink "Hope" sports bra sold online at www.AlwaysForMe.com will be donated to help fund a cure.

"Research has found that being overweight can be a risk factor in the development of breast cancer, so awareness among plus size women is key," Reports Barone. "We are thrilled to do whatever we can to bring attention to, and help cure, breast cancer in our lifetime." "The Enell bra (an Oprah and www.AlwaysForMe.com customer favorite) is the must have sports bra for plus size women." Barone adds, "AlwaysForMe.com is confident that we can help Enell raise money for a cure this October." "Research conducted by www.AlwaysForMe.com has shown that not only do a majority of our plus size customers plan to purchase a sports bra, but that they plan to do so this fall."

AlwaysForMe.com is a leading online retailer of plus size swimwear, active wear and lingerie.

Founded in 2000 by Susan Barone, a successful apparel industry executive, AlwaysForMe.com serves the needs of an estimated 65 million women who wear a size 14 and larger. For more information on Always For Me, Inc. please visit our website at www.AlwaysForMe.com, or call toll-free, 1-888-287-8941.

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Contact Information

Nannette Fevola

Always For Me, Inc.

<http://www.AlwaysForMe.com>

631-237-4881

Online Web 2.0 Version

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