



ModCloth Donates During Breast Cancer Awareness Month

In honor of Breast Cancer Awareness month, ModCloth.com will donate 10% of the cost of each item to the Pennsylvania Breast Cancer Coalition on October 2nd, 2009 when customers use promotional code MODPINK.

Pittsburgh, PA ([PRWEB](#)) September 30, 2009 -- In honor of Breast Cancer Awareness month, [ModCloth](#), a Pittsburgh-based online women's boutique, is gearing up to donate 10% of the cost of each item purchased by customers to the Pennsylvania Breast Cancer Coalition on Oct. 2, 2009. Customers will simply be asked to enter a promotional code (MODPINK) at checkout to acknowledge that they would like 10% of the cost of the product they're purchasing to go to the charity.

In addition to the donation, ModCloth will also have a Pink Sale, featuring 15 pink items! Here's a sneak peek of the [Pink Sale](#), but remember, these items will only be discounted on October 2.

"Because our customers are mostly women, and about 70% of our staff are women, it makes a lot of sense for us to participate in Breast Cancer Awareness month," said Susan Gregg Koger, co-founder of ModCloth. "It's important for us to give back to organizations that could directly help our customers."

In the past, ModCloth has sponsored other charities including the Pennsylvania Resources Council and The Women's Center and Shelter of Greater Pittsburgh. They are currently holding a pumpkin-decorating contest and will donate \$5 for every submission, with the goal of raising \$5,000 for a needy animal charity which will be chosen by the readers of the ModLife Blog.

About ModCloth.com:

ModCloth.com is an e-retailer that sells affordable independent designer women's fashion. They've attracted a large devoted following through their unique selection of indie clothing and engaging promotions on the [ModLife Blog](#) and social networks. The company is founded by husband and wife team Eric and Susan Gregg Koger.

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Contact Information

Alicia Barnes

ModCloth

<http://www.modcloth.com>

724-923-9712

Online Web 2.0 Version

You can read the online version of this press release [here](#).