

FOR IMMEDIATE RELEASE

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Three premiere Twin Cities Intimate Apparel retailers are teaming together to raise funds for the local non-profit, [Hope Chest for Breast Cancer Foundation](#). *La Bratique*, *Flirt* and *Underneath it All* will be hosting 'One Hope' wine tastings (by invitation only), donating a portion of their in-store retail sales and raising money online to benefit women battling breast cancer in Minnesota.



Bras for a Cause

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Marketing & Events Manager, Danielle Van Peurse, of Hope Chest for Breast Cancer Foundation said, "We are thrilled to be partnering with these three incredible, women centric organizations that are local and support the needs of women in our Minnesotan communities."

All money raised through this collaboration will be used by Hope Chest for Breast Cancer Foundation to help women during their breast cancer journey with resources and financial assistance, i.e. mortgage or rent payments, utilities, childcare during treatments, and transportation to and from appointments. *La Bratique*, *Flirt* and *Underneath it All* are very excited to be supporting this wonderful cause. *Flirt Boutique*, in St. Paul, focuses on beautiful fashion lingerie in sizes A to DD. *La Bratique*, in Edina, focuses on education, fit and bras in size D cups and up. *Underneath it All*, in Eden Prairie, carries bras for all women, specializing in breast prosthesis, mastectomy bras, and compression garments after breast surgery.

“The collaboration of our stores is a unique opportunity to demonstrate how each style and function of lingerie ebbs and flows throughout a woman’s life journey. The right bra in the right size creates confidence, comfort and support, a beautiful color or delicate lace can make you feel sexy and beautiful and the new found needs through recovery and after a mastectomy is crucial. As true professionals in our industry, we know, no one store can offer the selection, the service or the expertise each of us offer individually,” said Tracy Anderson, owner of *La Bratique*.

How the local community can participate in raising money for this great organization:

- **SHOP:** On March, *Flirt* and *La Bratique* will be donating 5% of regular priced inventory sales to Hope Chest. In April, *Underneath it All* will be donating 5% of retail sales.
- **STOCK THE WINE CELLAR:** Each store will be hosting a wine tasting with ‘One Hope’ Wines, a California vintner which donates a portion of sales to local, national and international non-profits. Wine enthusiasts can also raise a glass to this event by visiting these local retailers facebook pages and purchase ‘One Hope’ wine through a virtual tasting. Times for the tastings include:
 - *La Bratique*, March 4th from 6pm - 8pm.
 - *Flirt*, March 5th from 7pm - 9pm.
 - *Underneath it All*, April 15th from 4pm - 7pm.
- **DONATE:**
 - Goodwill donations will be collected at each store: ~ March for *La Bratique* and *Flirt*; and ~ April for *Underneath it All*.
 - Visit www.hopechest.com/bras-for-a-cause to help support Minnesota breast cancer patients and their families.
- **HOST YOUR OWN PRIVATE FUNDRAISING WINE TASTING** with ‘One Hope’ Wines through tracyonehope@gmail.com.

About:

La Bratique: A professional bra fitting service dedicated to educating women on their most important garment of the day, their BRA. Through their By-Appointment bra fitting service, clients can expect individual attention to ensure proper fit and a beautiful silhouette. Sizes range from 30D to 42J and although they specialize in D cups and up, C cups are encouraged to make an appointment.. La Bratique is conveniently located on the corner of Valley View and Wooddale in Edina, MN. Appointments can be made online www.labratique.com. **Contact:** Tracy Anderson 952-863-1962.

Flirt: is a sexy-sweet lingerie boutique specializing in classic looks reminiscent of old Hollywood glamour, Flirt appeals to both younger and more mature clientele. Personal-shopping-style customer service and an inviting environment offer customers a welcoming oasis. Special services such as bra fitting, gift boxes with ribbon, and bubbly on Saturdays add to the luxurious feel at Flirt. Bra sizes range from A to FF and bands from 30 to 40. **Contact:** Jessica Gerard, 651-698-3692 www.flirt-boutique.com

Underneath it All: An intimate boutique with personalized bra fittings for all women, specializing in assisting women after breast cancer surgery. Offering a variety of bras, camisoles, swimwear, surgical garments, breast forms, shells and lymphedema products. Owned and operated by two Registered Nurses. The Certified, lymphedema and bra, fitters are sensitive to the needs and emotions of each woman. Most insurances accepted for medical claims. Also available - dresses, tops, jewelry, gifts and “BE YOU” bags filled with goodies to help a loved one on their breast cancer journey. **Contact:** Cathy Rieckenberg or Lorraine Dressel, 952-937-9252 www.underneathitall.com..

Hope Chest for Breast Cancer Foundation: provides the quickest financial access to help Minnesota breast cancer patients and their families. For as little as \$25 you help keep patients in their homes, with the lights on, and nutritious food on the table. Your support is life-changing. Learn more about *Hope Chest for Breast Cancer Foundation* at www.HopeChest.com. **Contact:** Danielle Van Peurse, 952-471-8703 dvanpeurse@hopechest.com

One Hope Wines: **Contact:** Tracy Anderson, 763-656-9080
www.onehopewine.com/myshop/tracy-anderson