

## Support the Girls: “Walk Pink”

By Julia Klein, Associate Buyer, Lingerie  
Lace Silhouettes Lingerie

Lace Silhouettes Lingerie has always been more than a “Bra Boutique” and “PJs and Jammies” store. Lace Silhouettes Lingerie incorporates philanthropy as a huge part of its culture, supporting different organizations throughout the year. The Lace Team has forever been passionate about giving back to the community, and this year is no exception.

To commence Breast Cancer Awareness Month this October, Lace Silhouettes Lingerie is hosting “Support the Girls: Walk Pink”. The event includes a one-mile Breast Cancer Walk through **Peddler’s Village** followed by a shopping event at Lace Silhouettes Lingerie. **“Support the Girls: Walk Pink” will take place on Saturday, October 19, 2019, at 9:00 AM.** Check-in will begin at 8:45 AM, and the registration fee starts at a \$5 donation. Walkers will receive free gifts based upon various donation levels. Proceeds from “Walk Pink” will benefit Susan G. Komen® as well as local Pennsylvania breast cancer charities. Walkers are encouraged to form teams, wear pink, and bring along any props and accessories.

From 10:00 AM until 5:00 PM, enjoy live entertainment and refreshments provided following the walk at Lace Silhouettes Lingerie. Fit specialists will be available to provide complimentary bra fittings. Complete with a quick measurement and bra recommendations, a fitting with one of the specialists at Lace is the best way to make sure you are wearing the correctly sized bra. For each fitting, Lace Silhouettes Lingerie will donate \$1 to Susan G. Komen®.

In addition, 10% of sales following the walk will be donated to local Pennsylvania breast cancer charities. During this special shopping event, the team at Lace Silhouettes Lingerie will present facts about breast cancer and information about the role of Susan G. Komen® and how you can become more involved.

**For preregistration or more information, please contact Katie Chiodo at [kc@laceemail.com](mailto:kc@laceemail.com).**



Wacoal & Susan G. Komen® are making an impact together. Wacoal is a proud partner of Susan G. Komen. In the past 18 years, Wacoal has donated more than \$4.7 million dollars to help fund breast cancer research and other community programs through Fit for the Cure. Wacoal is proud to support Lace Silhouettes Lingerie this year for their annual Walk Pink and Fit for the Cure Event.



Karen Thompson founded Lace Silhouettes Lingerie in **Peddler’s Village** in 1988, with the passion to develop an intimate apparel brand that delivers more than the average shopping experience.

Thompson’s vision grew into the idea that customers are treated as friends, like “a guest in our home.” The beloved boutique has since grown to three more locations between Pennsylvania and New Jersey, continuing to stay true to the concept to inspire and empower women to look and feel great every day.

[www.lacesilhouetteslingerie.com](http://www.lacesilhouetteslingerie.com)

**Thank you to our event sponsor, Wacoal®.**

