



FOR IMMEDIATE RELEASE

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Donate A Bra – Give A Former Slave A Job Free The Girls “Denver’s Biggest Bra Drive” event Feb 22

DENVER – Can the old bras in the back of your underwear drawer help fight modern day slavery? Free The Girls says, “YES!” Free The Girls, a new cause-focused company centered around fighting human trafficking, is asking ladies to gather up their gently used bras—and ask friends, family, co-workers and local businesses to do the same. “Our goal is to collect 5000 bras at our event on February 22nd,” says Kimba Langas, Co-Founder of Free The Girls. “The bras are sent directly to a safehouse in Mozambique for women who have been rescued out of slavery. The girls are given paid jobs selling the bras, and the profits from bra sales help fund rehabilitation programs the safehouse provides. So something that has given us “support” can provide support to other women in need. It’s all about creating opportunities.”

“Denver’s Biggest Bra Drive” is being hosted and coordinated by The Next Level Church. “The Next Level Church sees sponsoring and promoting events at the iconic Gothic Theatre for organizations like charity: water and Free the Girls as finding common ground for common grace” says Jared Mackey, ministry core pastor at The Next Level Church. “TNL is interested in creating unique events that bring exposure and the opportunity to support amazing organizations. We hope through events like these people could begin to re-imagine what a church looks like. We are about creating community and promoting justice; hoping to be changed by God while out there trying to change the world.”

Free The Girls “Denver’s Biggest Bra Drive”

When: Tues. February 22, 2011 7:00pm (doors open 6:30pm)

Where: The Gothic Theatre, 3263 South Broadway

Details: Collect gently used bras and bring them to The Gothic Theatre for a night of supporting and celebrating women. Live music from several local female artists. All ages event for boys and girls—sponsored by women-owned and operated Colorado businesses. Pre-event dinner 5-7pm at local pay-what-you-can restaurant, Café 180, 3315 S. Broadway. Post-event happy hour at TNL Office & Community Space, 3220 S. Acoma Street, one block from The Gothic Theatre.

Special Musical Guest: Andrea Ball.

Celebrated for her soulful songwriting, hushed vocals and emotional authenticity, local favorite Andrea Ball's most recent album, "Dial Tone" was voted one of Westword's favorite new local releases of 2010.

Sponsored by: Sweet Cheeks Edibles

Special Thanks To: Sport Haley, BoulderFields, {ampersand}, Confluence Family Office

About Free The Girls:

At Free The Girls, we have a dream to end slavery. Donate your used bras and we will give a job to a former victim of human trafficking selling those bras in Africa. Buy Free The Girls apparel and we will use the money to rescue more slaves. It's that simple.

Why bras?

Let's face it, ladies: the back of your underwear drawer is most likely a graveyard for bras you don't wear anymore or that never fit you right in the first place. By contrast, owning even one bra is a luxury in many parts of Sub-Saharan Africa. A bra is a status symbol and a mark of sophistication. Naturally, most women would love to have one.

How does it work?

We will ship your quality used bras to our partners in Mozambique, Africa. These safehouses provide shelter and rehabilitation for girls and women who have been rescued from slavery. The bras will be washed, mended and sold by women in the safehouses as a means of supporting their rehabilitation programs—and more importantly, as a job opportunity for the former slaves.

Why clothing?

At Free The Girls, we want to do more than just help in the rehabilitation of former victims of trafficking--we want to help free more slaves. Proceeds from clothing sales help fund efforts to rescue victims of human trafficking and put their captors behind bars. Wearing Free The Girls apparel is a simple, stylish way for you to help us increase awareness and make a difference in the life of woman trapped in slavery.



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