

**FOR IMMEDIATE RELEASE**

**Charles River Apparel Launches Colors for A Cause**

**SHARON, Ma**. (January 20, 2017) - Charles River Apparel is pleased to announce the *Colors for a Cause Program*, a Charles River Cares™ Initiative.  *Colors for a Cause* leverages the brands number one selling style the New Englander ®, to help create awareness and raise funds for national and local charities.

Charles River Apparel is a family owned company, known for creating a tradition of giving back. It started with the *Be Pink Proud* campaign, honoring the memory of beloved family members and has expanded throughout the years.

“Our mission is to create a community and environment that is passionate about giving back” says Barry Lipsett, CEO/owner of Charles River Apparel.  “For a family-owned company like Charles River Apparel,” continues Lipsett, “having the opportunity to give back allows us to think beyond what we sell.”

The program launches on February 1st with our Buy New Englander Red to support families in need. With every purchase of the New Englander Red between February 1-March 31st, Charles River Apparel will contribute 10% of the sales to help families in need.

It will be followed up with New Englander Wave to protect our rivers and oceans (April-May 31), New Englander Pink to team up against cancer (September 1-October 31) and New Englander Kids (November 1-December 31) to support children in need.

In addition to giving back to charities, we are giving back to our customers. For every New Englander (cause/color) sold during the campaign, we will give 5% back to our customers. “It’s our way of saying thank you for supporting our brand and our mission”, says Lipsett.

To learn more about Charles River Apparel and Colors for A Cause, visit <https://charlesriverapparel.com>

**ABOUT CHARLES RIVER APPAREL**

Charles River Apparel, founded in 1983 and based in Sharon, Massachusetts, is a leading manufacturer of active apparel for corporations, businesses, school teams, athletic groups, and college students nationwide. The family-owned company, now in their 3rd generation, has been nationally recognized for the quality, style, and value of their apparel as well as their various philanthropic efforts throughout the years.  Charles River Apparel has been listed as one of the top 100 Sporting Goods Manufacturers in the U.S., named a top 10 Small Businesses of Massachusetts by the Greater Boston Chamber of Commerce in 2011, Named as a top 25 Family owned business in Massachusetts, Humanitarian of the year by NEPPA in 2016 and was awarded Massachusetts Family Business of the Year in 2012.

Press Contact:

Tracy Lehnen, 781-793-5304, tlehnen@charlesriverapparel.com