

News Release

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Accel Lifestyle Teams Up with The Rose for Breast Cancer Awareness Month

Portion of proceeds from “Accelerate The Cure” limited release antibacterial tees + tanks to help fund early-detection efforts

HOUSTON, Texas (October 1, 2019) – Finding breast cancer early can mean the difference between life and death. But for some, especially those who are uninsured, getting vital services can seem out of reach. That is why Accel Lifestyle is joining forces with The Rose during Breast Cancer Awareness Month to help the Houston-based non-profit provide life-saving screening and early-detection services.

For the month of October, Accel Lifestyle will be giving a portion of the proceeds from its limited release “Accelerate The Cure” antibacterial and anti-stink tees and tanks to [The Rose](#) to help fund the life-saving screening and diagnostic services the non-profit provides. Last year alone, The Rose conducted more than 69,000 screenings and diagnostic procedures - including mammograms, biopsies, and ultrasounds - 12,000 of which were for women without insurance. More importantly, those procedures helped detect more than 400 cases of breast cancer.

“I not only want to help raise the awareness of the importance of getting screened, but I also want to let people know that there are incredible organizations which support these women who have been diagnosed,” said Accel Lifestyle Founder and CEO Megan Eddings. “The Rose’s mission is saving lives through quality breast health services, advocacy and access to care for all. I have lived in Houston for the past 15 years and I am honored to help support local women and families affected by breast cancer. We will be raising money to help local women receive breast cancer screenings.”

“I chose to support Breast Cancer Awareness Month because most of us have loved ones who have been diagnosed and treated for breast cancer. Two of my aunts have been diagnosed with breast cancer, I have multiple friends who were diagnosed in their 30s and I currently have a few friends who are going through treatment at this time,” Eddings said.

In addition to partnering with The Rose, Accel Lifestyle is also donating a portion of its proceeds from the “Accelerate The Cure” tees and tanks to help The Rhode Island-based [Gloria Gemma Breast Cancer Resource Foundation](#) provide Comfort Care Bags to women newly diagnosed with breast cancer.

Accel Lifestyle apparel is made from Prema™ fabric - which Eddings herself developed in a lab. Its antibacterial properties make it ideal clothing for cancer patients undergoing treatment. In addition, Accel has incorporated Supima® cotton - the softest and most luxurious cotton in the world.

“Accelerate The Cure” tees and tanks will be sold online at [accellifestyle.com](#) and in various pop-up locations in the Houston area, which will be [listed on our events page](#) and social media.

About Accel Lifestyle:

Started by a creative chemist, Accel Lifestyle is the first ethical activewear brand for people who sweat and want to smell fresh. Combining proprietary science, fashionable fitness apparel for women and men, and an ethical supply chain, Accel Lifestyle is creating a movement for positive change. Accel’s mission is to empower people and inspire them to “Accel”erate their lives by promoting confidence, making healthy choices and helping others.

About The Rose:

Since its launch in 1986, The Rose has served nearly 500,000 patients and is now the leading nonprofit breast health care organization in southeast Texas. Its mission is to reduce deaths from breast cancer by providing access to screening, diagnostics and treatment services to any woman regardless of her ability to pay.

About The Gloria Gemma Breast Cancer Resource Foundation:

The Gloria Gemma Breast Cancer Resource Foundation is a 501(c)(3) non-profit organization dedicated to providing free services to individuals and families touched by breast cancer in our local communities of Rhode Island, southeastern Massachusetts and eastern Connecticut.

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