

News Release

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Accel Lifestyle Teams Up with Gloria Gemma for Breast Cancer Awareness Month

Portion of proceeds from “Accelerate The Cure” limited release antibacterial tees + tanks to help supply Comfort Care Bags for those newly diagnosed with breast cancer

HOUSTON, Texas (October 1, 2019) – A breast cancer diagnosis can be the most frightening and overwhelming time in a person’s life. That is why Accel Lifestyle - known for making comfortable, antibacterial, anti-stink, and environmentally conscious athleticwear - is hoping to help provide some comfort to women newly diagnosed with this insidious disease.

For the month of October, Accel Lifestyle will be giving a portion of the proceeds from its limited release “Accelerate The Cure” antibacterial tanks and tees to [The Gloria Gemma Cancer Research Foundation](#). The funds will help supply Comfort Care Bags to women newly diagnosed with breast cancer. The Pawtucket-based foundation is currently only able to provide the bags - which contain valuable information and products - to half of those who need them. Accel Lifestyle is looking to change that.

“The Gloria Gemma Foundation provides education, as well as access to wellness resources and support programs to all those touched by breast cancer. As a native Rhode Islander, I am honored to partner with The Gloria Gemma Foundation and help raise money for the Comfort Care Bags that are given to newly diagnosed women,” said Accel Lifestyle Founder and CEO Megan Eddings.

“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 Gloria Gemma Foundation, Accel Lifestyle is also donating a portion of its proceeds from the “Accelerate The Cure” tees and tanks to [The Rose](#) - a Houston-based organization that promotes mammograms and early detection.

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 [gloriagemma.org/shirt](#). They will also be available at Gloria Gemma's Celebration Village on Saturday, October 5th and at the Gloria Gemma 5K on Sunday, October 6th during Flames of Hope Weekend.

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 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.

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.

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