



Give Simple, In Partnership with Metalsgirl, Releases Exclusive Necklace to Support Breast Cancer Awareness Month

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Exclusive Design – A Simple Gift Making a Powerful Statement – To Raise Awareness, Funds for Susan G. Komen for the Cure

PR9.NET August 14, 2007 - Austin Texas - In exclusive partnership with jewelry designer Metalsgirl, Give Simple, the online gift boutique for women, has announced the availability of its Breast Cancer necklace, designed to raise awareness and funds for the fight against the disease. The sterling silver necklace, featuring a 1/2" petal pink resin square containing a hand-formed silver ribbon, can be purchased online at www.GiveSimple.com. A portion of the proceeds from the necklace will directly benefit Give Simple's official national charity, Susan G. Komen for the Cure.

"Like so many of our customers, designer Laura Gibson (Metalsgirl) and the Give Simple Girls have been directly touched by breast cancer -- through mothers, grandmothers, sisters and friends -- and we want to do our part to encourage women to live well and support breast cancer awareness," said Give Simple Founder Kendra Wright. "The necklace is a subtle and beautiful statement in the fight against breast cancer, a perfect way to remember those we lost, as well as to honor the disease's courageous survivors."

In addition to its financial commitment, Give Simple is a corporate sponsor of, and will participate in, the Austin Race for the Cure on Sunday, November 4. The team will be comprised of Give Simple employees and local customers, and Give Simple will print special team t-shirts for its local customers who walk or run with the team.

Give Simple will also encourage involvement for non-local customers by offering 15% off orders for customers participating in their local Race for the Cure. To receive the discount, customers may email their registration confirmation to info@givesimple.com.

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About Give Simple

It's the little surprises and delicious moments that truly put a spring in our step. The same goes for gifts. We've combed the markets to find goodies that add a serious hit of fun to each and every day. We offer specialty brands such as Pine Cone Hill, French Bull, Niven Morgan, K. Hall Designs, Paddywax, Voluspa, Mudlark, and Waste Not Paper. All our products are fresh, contemporary and easy to integrate into your life.

From fresh and colorful melamine bowls, plates and platters to a super soft robe for a chilly night, we only sell gifts that we absolutely love. If we wouldn't wrap it up for our best friends, it won't make the cut. Visit www.GiveSimple.com for more ways to bring order, harmony and new energy into your life. We're dedicated to making life simpler, one woman at a time.

Phone: 512.275.6148
Website: <http://www.givesimple.com>
E-Mail: media@givesimple.com

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