

Sterlingwear of Boston

Sterlingwear of Boston Donates Funds to Susan G. Komen Massachusetts Affiliate *Sally Coat for a Cure Campaign Raises \$3,000 to Support Breast Cancer Awareness*

September 13, 2011; East Boston, MA – [Sterlingwear of Boston](#), the exclusive manufacturer of the official US Navy Peacoat, which has retail stores in the South Shore Plaza in Braintree, MA and Pheasant Lane Mall in Nashua, NH, recently presented a check for \$1,500 to the [Massachusetts Affiliate of Susan G. Komen for the Cure](#) raised from its Sally Coat For a Cure Campaign.

The company's [Sally Coat for a Cure Campaign](#) started in October 2010 to coincide with Breast Cancer Awareness Month. Sterlingwear of Boston designed a jacket called the Sally explicitly for this cause. One hundred percent of the proceeds from the sales of the Sally in its Braintree store are donated to the Massachusetts Affiliate of Susan G. Komen for the Cure.

The company has raised \$3,000 for the support of breast cancer awareness since the campaign began. Last April, Sterlingwear of Boston donated \$1,500 to the Susan G. Komen NH/VT Affiliate raised from the sales of the Sally in its Nashua store.

"We are very happy to support the Susan G. Komen Foundation in its tireless effort to support breast cancer awareness," said Jack Foster, Sales and Marketing Director, Sterlingwear of Boston. "The organization is most comprehensive in its services, which offer education, screening, research and care for those families affected. Additionally, it is meaningful to us that the organization has local affiliates where the monies raised are utilized as Sterlingwear of Boston has strong ties to its community."

"Many thanks to Sterlingwear of Boston for its Sally coat campaign to support breast cancer awareness," said Ronni Cohen-Boyar, Executive Director at the Massachusetts Affiliate of Susan G. Komen for the Cure®. "Through the generous support from corporate partners like Sterlingwear, we are able to continue making strides toward our lofty goal of 100% screening, 100% access to care for all Massachusetts residents."

Sterlingwear of Boston will continue its Sally Coat for a Cure Campaign in through 2012.

About Massachusetts Affiliate of Susan G. Komen

The Komen Massachusetts Affiliate works to reduce breast cancer in our state by funding education, screening and treatment programs, with an emphasis on those facing barriers to care. In the past five years, we have raised over \$4.5 million for screening, education awareness, and treatment grants in Massachusetts. Our Affiliate continues to grow and act as a caring resource for local men and women. For more information, visit www.komenmass.org.

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About Sterlingwear of Boston, Inc.

Sterlingwear of Boston, Inc. has been the manufacturer of the official US Navy peacoat for over 40 years. Based in East Boston, MA, the company is in its third generation of leadership. The family-owned and operated business has evolved into a progressive manufacturing company employing over 300 men and women in the New England area. In addition to serving the needs of the military, Sterlingwear of Boston designs and manufactures a commercial line of

fashionable outerwear for men, women and children, which is sold through independent specialty retailers and department stores nationwide. Products are also sold in its Sterlingwear of Boston retail stores in Braintree, MA and Nashua, NH; and also online at www.sterlingwear.com.

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