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Outdoor Press Release Challenge

Press Release

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Outdoor Day Announces New Line of Fair Trade Certified Clothing *Committed Outdoor Day Takes Another Step in Their Fair Trade Mission*

Seattle: Outdoor Day announced FlexFlow, a new line of fair trade certified clothing. FlexFlow is an ethically manufactured clothing collection that offers a new way for active people to work out with clothing that flows with them.

“We strive to operate in collaboration with the earth to create clothing that benefits our customers and workers,” says Mike Donnel, chief executive officer.

Outdoor Day’s first Fair Trade Certification from Better World was in 2010. Since then, 25% of all products have been certified by Better World.

Two of the best-selling lines from Outdoor Day, FleeceTek and BetterZip, were Fair Trade Certified by Better World as of Saturday.

Features and benefits of FlexFlow include.

- Multiple patterns and colors in sizes XS-XXL
- Ethically sourced materials that keep athletes dry and cool
- Construction that minimizes friction and allows for full range of motion

Better World is a third-party certifier for fair trade products. They inspect a company’s factories to verify they meet the ethical worker standards.

FlexFlow will be available starting October 15, at \$15-\$50. For more information on FlexFlow, please visit outdoorday.com.

About Outdoor Day: Outdoor Day is committed to fair wages for all workers. Over 10,000 workers worldwide have benefited from Outdoor Day's fair trade program.

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Twitter Post

Starting October 15, FlexFlow will be for sale. FlexFlow is a fair trade certified workout clothing line designed to move with you. For more information, please visit outdoorday.com.

Instagram Post

We are excited to announce our new fair trade certified workout clothing line, FlexFlow. Starting October 15, you can get these pieces that were designed to move with you. For more information, please visit outdoorday.com. #outdoorday #flexflow #movewithyou

Instagram Image

