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FOR IMMEDIATE RELEASE

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ENELL SPORTS BRAS REVEALS “UNSHAKABLE” CAMPAIGN

The best performing sports bra for well-endowed women launches a body positive campaign calling on all women to share their “UNSHAKABLE” spirit

ENELL, Inc., the creator of the ENELL SPORT and ENELL LITE bras for well-endowed women, has launched a new campaign focused around supporting all women in a body positive way. “UNSHAKABLE” is more than a physical result of the support offered by ENELL Bras – it’s an anthem that women can use to share their resilience and strength.

“ENELL's new “UNSHAKABLE” campaign is just in time to show the world exactly who we are as women and just who they are dealing with. We are UNSHAKABLE!” says ENELL founder Renelle Braaten. “We are a strong formidable force, no question. And so is the ENELL bra.”

The ENELL “UNSHAKABLE” campaign is comprised of several elements:

- New creative assets displaying the UNSHAKABLE mantra with images of powerful, strong women. These assets also include a series of digital wallpapers downloadable at enell.com for personal use.
- Free Shipping: ENELL is offering free shipping through 11/30/16 on their top-of-the-line ENELL SPORT and LITE bras at enell.com using code “UNSHAKABLE”
- Giveaways: Throughout the month of November, there will be a set of UNSHAKABLE-themed giveaways of ENELL SPORT bras and Limited Edition t-shirts. There are multiple entry methods across the ENELL social media accounts and on enell.com, encouraging women to share why they’re UNSHAKABLE.
- Limited Edition T-Shirts: For a limited time, ENELL will also have [UNSHAKABLE t-shirts](#) available for purchase at enell.com. They come in sizes S-3X and retail for \$24.

“It is our time to prove to the world just how “UNSHAKABLE” women really are,” concludes Braaten.

About ENELL, Inc.: *Founded in 1993 by Renelle Braaten, ENELL is dedicated to providing well-endowed women with the opportunity to fully participate in an active lifestyle by offering state-of-the-art, high quality performance apparel. ENELL bras have been featured as a favorite sports bra multiple times on Oprah, in O Magazine, and in fitness publications like Shape Magazine, Runner’s World, Health, and more. Scientifically designed to support, stabilize, and secure, ENELL Bras come in 10 sizes to fit C cups and above. ENELL, Inc. is a privately-held, woman owned corporation based in Montana.*