

FOR IMMEDIATE RELEASE
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Bodek and Rhodes and JERZEES Offer iPhones Every Day

PHILADELPHIA, PA—Two big names in imprintable activewear are promoting their wares with one of the season's hottest items – the Apple iPhone. Bodek and Rhodes, a leading wholesaler, has teamed with JERZEES, apparel manufacturer, to help promote JERZEES fleece through the autumn selling season.

"August and September is the time our customers start focusing on fall programs. So to get the word out about all our JERZEES fleece, we wanted to promote it with a really hot item, and what's hotter than the iPhone?" says Mary Ellen Pahlka-Hudicka, Director of Marketing at Bodek and Rhodes.

In a sales incentive on their website, Bodek and Rhodes is offering a free iPhone every weekday through August and September to the account that places the largest daily online order for JERZEES fleece at the Bodek and Rhodes website.

"We're so proud of our website and so many customers have raved about it that we wanted to make sure our customers can see exactly how amazingly easy and handy it is, and that's part of the reason the promotion is for online sales," comments Pahlka-Hudicka.

Bodek and Rhodes carries more than twenty styles of JERZEES fleece, including a number of youth and ladies' styles, all of which can be seen in dozens of colors at the Bodek and Rhodes website. Pahlka-Hudicka directs customers to also try the new color search for JERZEES fleece, which allows users to sort through categories by shade, then specific color to best match their clients' specific needs.

Bodek and Rhodes is headquartered in Philadelphia, PA, with distribution centers in Philadelphia, PA; Niles, MI; Fresno, CA; Norton, MA; and Orlando, FL. More information on the company and the full details of the JERZEES iPhone promotion is available at www.BodekandRhodes.com.

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Bodek and Rhodes

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