

FOR IMMEDIATE RELEASE  
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## **Bodek and Rhodes Launches Industry's First Educational Organic Website**

PHILADELPHIA, PA—Bodek and Rhodes recently launched a website dedicated to organic cotton in an on-going effort to educate the imprintable sportswear industry on environmentally-friendly choices. The company, a leading wholesaler of imprintable activewear, created its "Organic Apparel Selling Guide" to coincide with the introduction of a host of new organic and eco-friendly styles.

"Our goal is to train 5,000 people about what makes organic cotton so special and important. We started with the industry's first Organic Theater at the tradeshow, and the website was just the natural extension to reach more people," says Mary Ellen Pahlka-Hudicka, Marketing Communications Director. "So far, the response has been overwhelming. People are extremely excited about everything this site offers."

The website, [www.BodekandRhodes.com/organics](http://www.BodekandRhodes.com/organics), including topics such as "Why Sell Organic," "Protecting the Workers," and "Top Prospects," gives decorators information about organic cotton in a quick, easy-to-digest format. It highlights not only the benefits of organic cotton for the environment, but also offers advice on how, why, and to whom customers can sell organic cotton apparel.

"I believe organic cotton is going to be a growing trend, and I'd like to help our customers make the most of it," says Mike Rhodes, president. "Buying organic cotton really can make a positive change and we wanted to make sure that our customers understood why it's different and how to sell it. It's really about doing well by doing good."

The website also includes a short certification quiz (under the heading "Get Certified") to allow Bodek and Rhodes customers to test their organic cotton knowledge and request a free certification kit, including point-of-purchase display items like a window decal and official certificate.

Bodek and Rhodes is headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA; Niles, MI; Fresno, CA; Orlando, FL and Norton, MA. More information on Bodek and Rhodes and their full line of organic and eco-friendly wearables is available online at [www.BodekandRhodes.com](http://www.BodekandRhodes.com).

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***Bodek and Rhodes***

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