

FOR IMMEDIATE RELEASE
April 21, 2009
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BODEK AND RHODES OFFERS LATEST TREND: "NEON IS BACK IN"

PHILADELPHIA, PA—Bodek and Rhodes, a leading national wholesaler of imprintable apparel and accessories, has reintroduced a set of colors that is seeing a resurgence in popularity: neon. Anvil neon tees (style #3979) are available now from Bodek and Rhodes.

Designers across the country are touting the renewed popularity of the iconic 80s colors and well-known names like Michael Kors, Marc Jacobs and Tommy Hilfiger are showing off their vibrant neon styles at fashion shows in New York.

Bodek and Rhodes offers more than sixty Anvil styles, including many trend-setters like their popular ladies' styles. The Anvil neon tees (style #3979) offered by Bodek and Rhodes have been exceptionally popular, especially with younger audiences such as high schools and youth clubs.

"I think people often turn to brighter colors in hard times," says Mary Ellen Pahlka, Director of Marketing Communications at Bodek and Rhodes. "It makes us feel happier and vibrant to wear and see bright, stunning colors. And with everything that's going on in the world today, it's no surprise that neon is back in."

Pahlka goes on to explain that while end-users love the bright colors, decorators are equally fond of fashion tees like this one: "Fashion tees are more profitable – they mean higher margins for our resellers."

Bodek and Rhodes is one of the nation's leading wholesalers of imprintable apparel and accessories and is a family-owned company headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, and Orlando, FL, and Norton, MA. More information on Bodek and Rhodes and Anvil's neon tees (style 3979) is available online at www.BodekandRhodes.com.

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Bodek and Rhodes

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