



Athleta Press Release

1 message

Brown Girls Do Ballet <info@browngirlsdoballet.com>

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For Immediate Release

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Athleta launches its new activewear line in collaboration with Brown Girls Do Ballet.

Dallas-Fort Worth, TX - On September 21, 2021, Athleta, a subsidiary of Gap, Inc., launched its new line of activewear in collaboration with Brown Girls Do Ballet. The activewear line consists of sweater wraps, skirts, leggings, tanks, joggers, sweatshirts, crop tops, bras, and more. The designs range from bright solid colors to vibrant prints and can be purchased in any size from XXS-3X.

Visit <https://bit.ly/3kscS2h> to purchase from the collection and watch behind-the-scenes footage featuring dancers who inspired the collaboration.

“Brown Girls Do Ballet® was founded to promote diversity in the arts and help increase participation of underrepresented populations in ballet programs. As part of our commitment to fuel confidence and connection through movement, we’re donating \$50,000 to the organization to inspire their mission in and out of the studio,” Athleta stated on its website.

“We are thankful for any opportunity to spread our mission to wider audiences, but this collaboration with Athleta is so significant not only because they’ve committed to

donating vital funding to our organization, but also because our dancers got to be directly involved with the process - from design to launch. The collection is a direct extension of the passion we exude at Brown Girls Do Ballet,” said Brown Girls Do Ballet founder TaKiyah Wallace.

Brown Girls Do Ballet®, a philanthropic organization often featured for its noteworthy Instagram movement, began in 2013 as a personal photography project by TaKiyah Wallace in an effort to highlight girls of African, Asian, East Indian, Hispanic, and Native American ancestry in Ballet programs. Today, the organization arranges ballet performances, photo exhibitions, and provides resources and scholarships to assist young girls in their ballet development and training. Learn more about Brown Girls Do Ballet at www.browngirlsdoballet.com.

Athleta, a subsidiary of Gap, Inc., creates athletic wear with the mission to “ignite the limitless potential of all women and girls.” A certified B Corporation, Athleta’s clothing is suited for women of all shapes and sizes, with sustainability being a top priority. Athleta believes in fostering an inclusive community made up of women from “all races, ages, ethnicities, sizes, and abilities.” Learn more about Athleta at www.athleta.gap.com

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TaKiyah Wallace

Executive Director & Founder



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