

## **Cheatin' Cheetah: Slimming swimwear with animal flare!**

**Calgary, Alberta and Vancouver, British Columbia – November 12, 2008 –**

“Look 10 pounds lighter in 10 seconds<sup>®</sup>” is the swimwear miracle that plenty of women are searching for. Women embarking on a warm vacation can celebrate the reality of swimwear that is figure flattering AND fashionable. Finding a swimsuit with figure enhancing features, doesn't mean sacrificing fashion. Several swimwear lines have created amazing designs for 2009 that combine quality features designed to enhance a woman's shape, with today's most fashion-forward prints.

Women of all ages and shapes often perceive themselves to have figure flaws that require lifting, trimming and shaping. If a swimsuit offers girdle-like control without the actual girdle, in comfortable luxury fabrics, is this considered cheating? Perhaps! But women everywhere deserve to know what's available to help them as they prepare to feel confident on their next vacation in a swimsuit.

This season's animal-influenced prints have taken cues from the romance of the African Safari to create unique designs including black giraffe, chocolate zebra and brown snake. Several brands have taken inspiration from the beautiful and exotic skins of wild animals. To view photos of swimwear, visit: <http://www.swimco.com/press/press-103108.html>

Miraclesuit promises that women will “Look 10 pounds lighter in 10 seconds<sup>®</sup>” and this brand is offered in plenty of styles at Swimco. “The animal print suits from Miraclesuit are so popular with our customers because they are fashion-forward and the style is sexy but figure-flattering”, said Pat McCaffrey, Swimco's Buyer of women's contemporary lines. The construction of these suits gives comfort and control through the use of three times as much lycra as traditional swimwear fabric, therefore providing three times as much holding power. The thinning effect happens as the fabric wraps *around* the body instead of up and down the torso, combining camouflaging techniques such as front draping and shearing to help minimize the waist.

Searching for that slimming feel with zebra appeal? You can visit Swimco for a figure-flattering Miraclesuit in one of today's trendiest animal prints because Swimco offers the largest collection of Miraclesuits in Western Canada,

Swimco: is proud to be Western Canada's leading swimwear retailer specializing in helping women achieve personal confidence through well-fitting swimwear, with 13 stores and nearly 150 employees. Lori Bacon, her husband Dave Bacon, and her brother Steve Forseth are at the helm, steering the company with the same positive family values that started it all 34 years ago.

Miraclesuit: has designed their 2009 collection in the true spirit of the brand. For years, the line has been fulfilling the promise of making women feel more confident and more beautiful as they head for the beach.

- 30 -

Contacts: Lisa Wise at 403-259-6113 ext 237, Email: [lwise@swimco.com](mailto:lwise@swimco.com) or  
Lori Bacon at 403-259-6113 ext. 234, Email: [lbacon@swimco.com](mailto:lbacon@swimco.com) [www.swimco.com](http://www.swimco.com)