

## **A Squeeze of Citrus for the Summer: Swimwear in *Lemon, Lime* and *Orange!***

**Alberta and British Columbia – June 25, 2008** – Lemon, lime and orange citrus coloured swimwear and cover-ups are part of this summer's fresh and zesty colour palette. Sun, sand and citrus swimwear are an ideal combo for vacationers searching for a gourmet way to indulge in summertime fun at the beach and pool.

Limes, lemons and oranges flourish best in the tropics and warm climates. Women who subscribe to the "*work less, travel more*" philosophy that Swimco is passionate about, will love wearing colours representative of warm weather.

Delicious bursts of lemon are a wonderful way to capture the energy of the sun and swimwear designs are not shy about showing yellow in all shades. Yellow tones mix well with other citrus such as orange, grapefruit and lime, as well as white and black. Many designs and styles also pair with trends such as retro-inspired styles and dots n' stripes.

Everyone can jump into the pool with this trend. If wearing a body-hugging garment in bright citrus colours isn't something you have done since you spent the summer running through the sprinkler, then hang onto your mature coloured swimsuit and garnish your outfit with lemon or lime toned sandals, bag or hat. Swimwear cover-ups are also a fabulous way to catch this summer's love of fruit, and with the right cover-up, you will be versatile enough to go from the pool or beach through to dinner or evening entertainment.

For images of citrus flavoured swimwear and cover-ups, please visit:  
<http://www.swimco.com/press/press-062508.html>. Brands to look for include Seafolly, Roxy, CoverMe, Billabong, Vix and Hula Honey.

About the company: Swimco for Swimwear 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.

- 30 -

If you would like more information about this topic, or to schedule an interview, please contact either Lori Bacon at 403-259-6113 ext. 234, Email: [lbacon@swimco.com](mailto:lbacon@swimco.com) or Lisa Wise at 403-259-6113 ext 237, Email: [lwise@swimco.com](mailto:lwise@swimco.com) [www.swimco.com](http://www.swimco.com)