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From Sustainable Swimwear to Serious Support: \$115,000 Raised to Relieve Burden on Essential Workers

Twin Cities small business brings community together by stepping in to supply critical gear to the public and donate PPE to the most vulnerable

Minneapolis, Minn.---Women-run small business Wild Isles Swim shifted overnight from making size-inclusive swimsuits to cotton masks, raising over \$115,000 through the Be Silly Project with 100% of proceeds going toward making and delivering masks. The Be Silly Project has been featured on Kare11, WCCO and in Oprah Magazine.

Tens of thousands of face masks have been donated to hospitals, nursing homes, and other frontline organizations by the Be Silly Project to help solve shortages of accessible PPE (Personal Protective Equipment) straining the public and essential workers. The project was shut down in May due to overwhelming mask sales, starting up again in early June by Alyssa Meyer and Laura Heurung when uprising and mass gatherings in their hometown of Minneapolis displayed an urgent need for masks. Public mask sales will close at the end of June and organizations in need may request mask donations through the Be Silly Project website.

"We didn't feel right making a profit on something that people need in order to be safe while doing their jobs. We're just doing what we can to help."

- Laura Heurung, Co-Founder, Wild Isles Swim

Wild Isles Swim is modern swimwear for women cups D & up, sustainably made in the USA. The company celebrated its first anniversary this month, established in 2019 by two "busty besties" embarking on their first entrepreneurial journey after failing to find swimwear that fit them properly. Wild Isles Swim offers swimwear for women, by women through custom sizing, comfortable recycled nylon material, and supportive designs that stay in place.

Images: https://drive.google.com/open?id=1-rAh9xr-DVqgiH_IdHe7a_BtGFob3WMj

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