

Beat: Local

## A Perfect Silhouette Boutique Lifts Support For Women with Community Bra Donors

### APS Release WAOSK Campaign Thank You Vid

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**USPA NEWS** - Mary CEO of A Perfect Silhouette (APS) celebrates their "We Are Our Sisters Keeper" (WAOSK) with the release of a warm "Thank You" video message along with donations collected to 'lift support' for women at Safe Passage, Inc., DeKalb, IL.

A Perfect Silhouette (APS) boutique launched their inaugural Spring 2017 (March 24th to April 8th) domestic violence awareness call-to-action campaign within the DeKalb County, IL community by offering one new bra to Safe Passage, Inc., for every 2 gently used bras collected from a variety of community donors. A Perfect Silhouette, is a fine lingerie and underwear boutique located in Downtown DeKalb, IL, owned and operated by its CEO, Mary Bomar. APS's (We- Are Our Sisters Keeper - WAOSK) campaign helped 'lift support' for women at Safe Passage, Inc. Together with the DeKalb County community call-to-action donations, APS succeeded in its community-faced efforts to actively raise domestic violence awareness in a gentle and supportive way.

In a brief news interview, I asked Mary Bomar (CEO of A Perfect Silhouette Fine Lingerie & Underwear Boutique): Q: What is the source of her inspiration in the launch of the We Are Our Sisters Keeper [WAOSK] campaign to lift support for the women of Safe Passage, Inc. in DeKalb Countl domestic violence awareness? Mary Bomar shared; "Two things... as women sometimes we can be the most separate people there are because of...how we look at each other or how we feel about one another; our perceptions sometimes gets a little skewed. I found that one great thing about women is - when there's someone in need, we bond together, we pull together, we make it happen. I knew there is always a need with that organization. I thought well, why don't we pull together and just make this the best that we can be; because what we were donating personal items, is wasn't just any old thing, something personal you may not have had to purchase for a long time, or you had it for a long time and it just doesn't suit you anymore; or when you're in flight maybe you couldn't take it with you. Sometimes when you are in harm's way, you must leave immediately! That's why I just thought I'd pull together as women who care...and I found out that as women...we do care!"

TB: Why have you chosen the women of Safe Passage as your WAOSK campaign benefactor? I have seen the good that they pour into women by having this avenue of safety and shelter. Not only do they have that, they also educate them and actually try to heal them from the inside out. I thought this would be a wonderful opportunity to... I'll call soft partner with them and to do something that I hope would become a wonderful attribute to the company.

TB: What are your thoughts for supporting the women of Safe Passage Inc., in the future? They may have a bigger need, I've got a list of needs that they have - so I'm thinking about how I can highlight awareness for women of all shapes and sizes in my future event activities to impact domestic violence awareness.

Shortly after arriving to pick up the donations collected at A Perfect Silhouette boutique, a representative from the womens domestic violence shelter at Safe Passage Inc. of DeKalb County, IL [ who I'll refer to as "B"], shared these words of gratitude to Mary Bomar and the community supporters of her WAOSK campaign: ""Ms. Mary's offered to support our clients and do more fundraisers, and we are very...blessed to have her offering her support to us in the future. We are deeply appreciative...Ms. Mary...we couldn't survive without you...you [APS] do a lot for our agency and our clients. It is the mission of Safe Passage Inc. to reduce or prevent domestic violence and sexual assault in DeKalb County. We provide a wide range of services to victims of domestic and sexual violence including crisis intervention and medical advocacy for victims, short- and long-term housing for victims and their children, counseling, legal advocacy, children's services, prevention programming, and a partner abuse intervention program.

In a heart-tugging video message that speaks on behalf of A Perfect Silhouette's (WAOSK) campaign & community donors: Mary Bomar says: "Thank you for just allowing me to pour a little bit of 'I really do care' into the arms and hearts of those who may be in need. Ladies, I want you to know that (for) each garment that is here: someone cared about your journey, they cared about your mission...they even cared about your pain...they want to make your tomorrows better than your yesterdays. So from me and to all those who were so willing to give: if you will accept as a warm and heartfelt donation, it would just warm my heart. If I can do anything...if the community could reach out and be part of your growing - we're in it together. A Perfect Silhouette sends out nothing but love for you. Thank yo so much for allowing me to be a part of it."

Today APS shares a warm and heartfelt message to celebrate with a "THANK YOU" campaign video:

<https://youtu.be/WTISYxylQzk>

A Perfect Silhouette's fine lingerie and underwear boutique offers full cup and balcony bras, bridal corsets, strapless bras, compression shapewear, and other intimate wear that can be ordered online or by appointment. A Perfect Silhouette boutique is located at 318 E. Lincoln Highway in DeKalb, IL 60115. Phone: (815) 596-0866. Stay connected to learn more about their WAOSK campaign and future events online at <http://PerfectSilhouette.com>.

**Article online:**

<https://www.uspa24.com/bericht-11277/a-perfect-silhouette-boutique-lifts-support-for-women-with-community-bra-donors.html>

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