

Sweater Swap Days Means Something Warm For Everyone

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Jodi K's Boutique Offers Customers Discounts To Share Sweaters

CEDAR RAPIDS, IA (12/15/2011)(readMedia)-- What makes the harsh midwest winter bearable? A cozy warm sweater. Jodi Cobb, manager of Jodi K's Boutique, is happy to spread the warmth this season.

Jodi K's, the premier women's fashion boutique in the Cedar Rapids area, is located beside Zeppelin's restaurant on Edgewood Road.

Sweater Swap Days

From Thursday, December 17 through Saturday, December 19, Jodi K's is collecting clean, gently used sweaters for the needy around Cedar Rapids. The public is invited to bring a few of their past favorites into the store during Sweater Swap Days to benefit a local women's organization.

Customers who swap three sweaters in good condition receive 30% off an item in the store. Two sweaters will earn a customer 25% off, and one sweater will earn them 20%.

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"We think this is a easy way for a woman to update her wardrobe or check a few people off her holiday shopping list," commented Ms. Cobb, "In return, she can help out someone less fortunate by providing some warm sweaters to ward off the cold. Why let perfectly good sweaters sit in a closet just because your taste or size changed? Someone else could really benefit from the clothing. Sweater Swap Days means something new for everyone!"

Details of the event are available on Jodi K's new web site launched last week, <http://jodiks.com>. There's also still time for shoppers to complete their Christmas Wish Lists for merchandise from the store, including boots, coats, scarves, and of course, sweaters. Jodi K's will coordinate with a customer's special someone, spouse, or husband to ensure the perfect gift of style and size for everyone. "Why risk a gift? Get the women in your life - mom, aunt, sister or beau - exactly what she wants for Christmas," said Ms. Cobb.

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