

Four Athletics announces the launch of the “Worthy of Love” leggings to benefit girls rescued from sex trafficking via Saving Innocence

For every “Worthy of Love” leggings purchase, Four Athletics will donate a pair of its best-selling black 7/8 Omni leggings directly to Saving Innocence to give to a rescued girl

LOS ANGELES, CA (Nov. 21, 2017) — Premium athletic-wear company Four Athletics is proud to announce the launch of the “Worthy of Love” leggings, benefiting girls rescued from sex trafficking via the nonprofit organization Saving Innocence.

Four Athletics launched its first collection in 2015 with one goal in mind: creating premium athletic apparel without the inefficiencies and waste associated with traditional apparel manufacturing and sales. Over the years, their crowdfunded, direct-to-consumer model has enabled the brand to create a successful business with a strong community of supporters sharing the same passion for health, well-being and positive social impact.

Saving Innocence is a nonprofit organization dedicated to rescuing and restoring child victims of sex trafficking through strategic partnerships with local law enforcement, social service providers and schools while mobilizing communities to prevent abuse and increase neighborhood safety.

Unfortunate statistics note that human trafficking cases have grown at a rate of 35 percent from 2015 to 2016 alone, with most of the victims being minors with an average entry age of 12 years old.

For every purchase of “Worthy of Love” leggings, Four Athletics will be donating a pair directly to Saving Innocence for a rescued girl.

Available for purchase via FourAthletics.com

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As we heard the staggering facts and heart-breaking stories, we knew we had to do something.

- Matt Magnone, Four Athletics co-founder

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About Four Athletics

Founded in 2015, Los Angeles-based Four Athletics is a new kind of premium athletic-wear company — one that has community and social impact at its core. Since its launch, the brand has revolutionized the athletic-apparel retail model by eliminating waste and optimizing efficiencies via the implementation of a crowdsourced, direct-to-consumer wholesale model. Proudly made in the U.S.

About Saving Innocence

Saving Innocence is a nonprofit 501(c)(3) organization dedicated to ending commercial sexual exploitation of children and restoring the cultural values of innocence and human worth. For more information or to get involved, please visit www.savinginnocence.org.