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THIS IS ME – FUNKY CLOTHING STORE DONATES TO COTS

Detroit, MI. January 16, 2008: “This is me,” how often have we uttered those exact words after finding just the right piece of clothing. We feel good, we look good, and we sense we are on the pinnacle of fashion greatness. It’s a special feeling and then we make the purchase.

Two sisters Adrienne and Pam Broder owners of a funky fashion boutique shop called *THIS IS ME* in Birmingham, Michigan will be hosting an **open house, cocktail reception fundraiser for Detroit’s Coalition On Temporary Shelter (COTS) on Friday, February 8, 2008 from 6:00pm to 8:00pm**. A portion of all purchases made during that time will be donated to COTS.

THIS IS ME is an affordable clothing boutique offering women and men’s fashions. The items are unique with one of a kind and hard to find pieces. The Broder sisters have been in the business for two years. To keep up with the influences of the fashion market they travel to shows in New York, Los Angeles, Chicago and Las Vegas. Pam is the business manager with a degree from the University of Michigan. Adrienne is the artistic, creative, marketing manager. They grew up in Southfield and attended schools in the Birmingham area.

“Our specialty,” explains Adrienne, “is customer service. We help our clients and even gently nudge them to the limit, out of their comfort zone. Women ages 13 to 80 and men 20 to 50 years of age love to shop here. They all want to look good.”

Owning a clothing store is a seven day a week job. The Broder sisters want and have the ability to give back to the community and they chose COTS. As Adrienne comments, “That’s what it’s all about.”

THIS IS ME is open from 10 to 7 Monday through Saturday and from 12-5 on Sundays. Winter store hours are until 6pm.

The store is located at 202 E. Maple, in downtown Birmingham, MI. 248-593-8482

Founded in 1982, the Coalition On Temporary Shelter (COTS) is a private, nonprofit organization that provides emergency shelter, transitional and permanent housing and comprehensive support services for Detroit’s homeless population. Its mission is to alleviate homelessness by offering an array of services, which enable people to achieve economic self-sufficiency and decent, affordable housing. COTS™ 140-bed shelter provides nearly 50,000 nights of emergency shelter each year.

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