Press Release:

Mother? Athlete? **Both.** Don’t let the world limit to you one label- or one unsupportive sports bra.

**Serena Williams** is honored partner with **Nike** to introduce your new favorite sports bra. Made with the highest quality elastic and Lycra, extra padding on the cups and straps, stretchable nylon, odor repellent and sweat absorption with wicking properties- this bra is almost as good at multitasking as you. This revolutionary sports bra slams the stigma that in order to be sexy you must sacrifice support and style.

Serena Williams and Nike are dedicated to providing their supporters and mothers everywhere with the highest quality products at an affordable cost. This dynamic sports bra will be sold at a price range of $30-$60 dollars with ranges in support and padding. **10% of the all profits** made from the sale of this sports bra will be donated to the “Every Mother Counts Foundation” in support of maternal and prenatal health care.

The Serena Williams X Nike Sports Bra will make its debut being worn by Williams as she competes in the 2019 US Open. Serena “hopes to inspire mothers and athletes all over the world to break the stereotype that motherhood means sacrificing your athletic goals.”

Serena Williams’ tennis career started when she was just a child and the decorated athlete has won 23 single women’s grand slam titles and has consistently been ranked one of the best tennis players in the world. This brand was inspired after Williams made her tennis comeback at the 2018 French Open following the birth of her first child Alexis Olympia, Serena struggled with post partum depression and health issues that motivated her to work to create a product for moms and in support of motherhood. **Nike has been a proud sponsor of Serena William’s since 2004.**

**For further information, images or interviews, please contact Abigale on 0777 145 9499 or email Abigale@PR.co.uk**