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Sunny Co Clothing Answers Customers' Uncertainty

Instagram Sensation Responds to Doubts Surrounding Swimsuit Promotion

San Diego, CA, **May 11, 2017** – Sunny Co Clothing, a young company whose swimsuit promotion running from May 2-3, 2017 became a viral sensation online, has responded to media and customers' concerns regarding the company's ability to fulfill thousands of orders. Thus far, the promotion has been recognized by dozens of media outlets, including: Daily Mail (UK), TIME Magazine, Seventeen, AdWeek, TeenVogue, Washington Post, CNET, Perez Hilton, AOL Lifestyle, BuzzFeed, E! News, Vogue, and the New York Post, among others. Sunny Co assures customers it is moving at light speed to fulfill orders that are targeted to ship within 3-6 weeks, per the Promo Rules.

On May 2, 2017, Sunny Co launched an Instagram promotion to give away a red "Pamela" swimsuit (retail \$64.99) for only the price of shipping and handling to each US resident who reposted a photo and tagged the company by May 3, 2017 at 3:00pm MDT. In the time span of 25 hours, the company's social media account jumped from 7,000 followers to 784,000, and eventually the account was shut down. Sunny Co cofounders Brady Silverwood and Alan Alchalel reiterated that they were completely caught off guard by the viral success of the promotion, and are working as quickly as possible to fulfill orders. For any customers who inadvertently paid full price for the Pamela swimsuit since the promotion's inception, customers can file a claim for a refund. Thus far, the company has issued nearly \$73,000 in refunds. Per the Promo Rules, all sales were final for customers who paid shipping and handling.

Silverwood states, "Two weeks ago the only thing on my mind was graduation from the University of Arizona. Now, with graduation only two days away, it's the last thing on my mind. My main priority right now is to fulfill all of the orders we have received. I won't be satisfied until we do so."

About Sunny Co Clothing

Sunny Co Clothing was founded in November 2015 as Sunny Skirts, LLC, based in Arizona. The company began conducting business in August 2016 with a popular line of game day skirts, sold to students at over 28 colleges throughout the US. In January 2017, the company expanded its clothing line and renamed itself Sunny Co Clothing. Visit: sunnycoclothing.com.

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