

AUSTIN, TX, September 12, 2013 **/24-7PressRelease/** -- COCABANG, a TGIFITS LLC Brand announces its upcoming crowd funding campaign on Kickstarter.com, enabling early backers to acquire their denim jeans at true wholesale price with the standard pledge.

Crowd Funding Appeal

We are super excited to fund our project with the community. The greatest impact of crowd funding the COCABANG brand is the exciting involvement of the customer that participates in the creation of our unique fit apparel. "To offer direct to the customer this opportunity to help launch our brand, and in return allow us the privilege to send them a pair of our quality American Made Jeans at wholesale price, is just icing on the cake". -Gayla Allen, Founder and President

The founders of COCABANG were inspired and the vision was born from the athletic women involved in their lives. A little over one and half years of focused time went into the engineering of their timeless designs that spanned concept to final product. Their designs fit either the naturally athletic built woman or those who have gained muscle from working out or through sports. Our Kickstarter.com solution provides off the rack jeans with a slim waist but with more room in the glutes and thighs. Even more exciting is that we have chosen quality factories located in the United States for all the production. This is something the founders of COCABANG really worked hard to insure to meet both our quality standards and peace of mind behind utilizing a fair labor workforce with strong safety and environmental requirements. We are very proud of the work that comes from the U.S. workforce. The quality is amazing.

The campaign found on Kickstarter.com contains detailed information of their project. Backers can choose to pledge at different levels, each able to claim different perks. There is also several stretch goals that will include strong incentives to push funding well beyond the minimum funding requirements. "We are really trying to kill two birds with one stone by utilizing different stretch goals. Each goal will introduce new options that will help to put additional items into production while offering a true value to the backers which can push the pledges into the skyline." - Larry Allen, Founder and CEO

COCABANG, a TGIFITS LLC Brand are trademarks of TGIFITS, LLC.

CocaBang, a TGIFITS brand, is a team of inspired designers and business partners dedicated to the fashion needs of athletic women. We feel the realm of physical strength, competitiveness

and enduring athletics is not the sole domain of men. Women throughout history have carried civilizations through challenges by the strength of their muscle, and the power of their endurance. We need these formidable women today more than ever, women made with not only compassion and love, but with thin, invisible steel. And, if that steel happens to show on the outside as well, so be it! That's why our logo says Fashion Behind Your Armor.

<http://kickstarter.com/profile/cocabang>