

Dixxon Flannel Co. Launches Limited-Edition Line for Breast Cancer Awareness Month

Written by Mallory Gleich

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In honor of Breast Cancer Awareness Month, Tempe-based apparel brand [Dixxon Flannel Co.](#) has teamed up with the [Keep A Breast Foundation](#) to launch a new collaborative collection aimed at raising awareness and supporting breast cancer prevention efforts.

The exclusive collection features two statement pieces: the **“13%” short sleeve bamboo shirt** and the **“I <3 Boobies” flannel**. Both are bold tributes to those affected by breast cancer, with proceeds from each item supporting Keep A Breast's mission to educate and empower young people about breast cancer prevention.

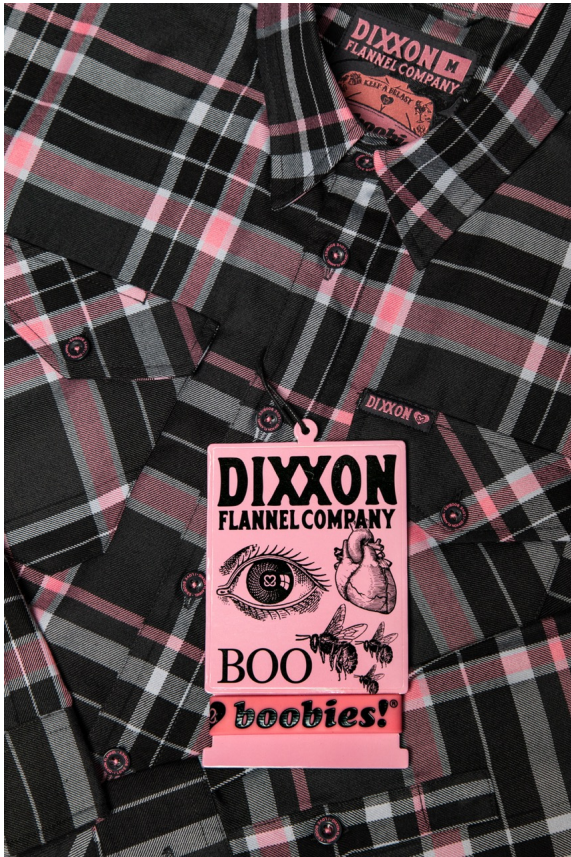
The “13%” shirt is named in reference to a striking statistic: on average, 13 percent of women in the U.S. will develop breast cancer in their lifetime. The shirt, a men's short sleeve crafted in Dixxon's signature bamboo fabric, showcases a soft pink, black, and gray plaid design - symbolizing strength, solidarity, and awareness.

The second release, the “I <3 Boobies” flannel, carries the unmistakable campaign slogan that has become synonymous with breast cancer awareness. Featuring a pink and gray plaid pattern, the shirt blends Dixxon's rugged style with an unmistakable message of support.

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"Breast Cancer Awareness is a cause that is deeply personal to us and one which we stand firmly behind," Founder **Danny Dreyer** said.

"We're honored to continue our partnership with Keep A Breast Foundation and support their mission of reducing breast cancer risks through awareness."

Dixxon has built a loyal following for its high-quality, comfort-driven apparel. With this latest initiative, the brand continues to show that fashion can be both meaningful and impactful. To learn more, visit dixxon.com or keep-a-breast.org.