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Board Retailers Association Mourns Loss of Greg Bennett

Owner of Birthday Suits and Founder of BRA Passes Away

WRIGHTSVILLE BEACH, NC (September 29, 2009) – It is with great sadness that the Board Retailers Association (BRA) announces the loss of Greg Bennett. Greg and his wife Jill owned Birthday Suits, a specialty chain of North Carolina shops focused on swimwear. Greg was a founding member of BRA, a Board Member since 2003, a great retailer, and a close personal friend. He has been in business and active in the industry and his community for 25 years. Our thoughts and prayers go out to his family.

"I have known Greg for almost ten years and I cannot express my deep sorrow for his family's loss. Greg was an amazing source of inspiration for me personally and the association during our formative years," said Mike Duncan, BRA President. "We would not be where we are today without his support and I am forever grateful."

Greg's memorial service was held Monday, September 28th in his hometown on the Outer Banks of North Carolina. The family asks that in lieu of flowers, donations be made to Relay for Life Outer Banks, c/o Jill Bennett at 322 Sir Chandler Drive, Kill Devil Hills, NC 27948.

About the Board Retailers Association

The Board Retailers Association (BRA) is a non-profit trade association representing 550 action sport retailers in the surf, skate, snow, wake, kite and wind industry with almost 3,000 storefronts across the country. East and West Coast retailers formed the Board Retailers Association in February 2003. Under the direction of BRA's Chairman and Board of Directors, the association serves as the preeminent voice, for independent retailers on a grassroots level with manufacturers, trade show representatives, and other associations. The Board Retailers Association also works to provide educational resources and exclusive discounts and savings from vendors on the day-to-day costs of business. BRA Retail Members receive industry research and statistics, financial forms and worksheets, legal advice and sourcing solutions. Retail Members have exclusive access to archived retail articles, industry links, news sources and event planners. For a complete explanation and description of Retail Member benefits, visit www.boardretailers.org

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