



Irish Dancing Vendors Come Together Creating Protective Masks for the World



For every mask purchased, Apolla is donating one to charity!

APOLLA PERFORMANCE

Dancers across the globe have turned to Apolla Shocks to protect and support their feet. However, when COVID-19 hit, Apolla quickly switched gears, dedicating part of their vast production capability to the protective face-mask market. This not-for-profit venture is the company's way of giving back to the community.

Because there is such a demand for protective gear, Apolla launched a Buy One, Donate One Programme. The double-layer mask includes a filter pocket and retails for \$17.00. With every purchase, one is donated to a charity, helping those in need of personal protection equipment.

Apolla's masks are made of high-quality yarns that can be washed after every wear. Available in adult and youth (adult small) sizes.

For dancers training at home, Apolla recently launched a

new blog entitled *THE MUSE*, packed with educational content. And, as many dancers are training outside the studio environment, be sure to check out Apolla Shocks, designed to protect a dancer's feet. Learn more at www.apollaperformance.com



Kilogear Cut's masks come in a variety of colours!

KILOGEAR CUT

Kilogear Cut is known for its fashionable, yet functional, training gear scientifically designed for Irish Dancers. As a socially responsible company, Kilogear is helping slow the spread of COVID-19 by making masks for the public which are comfortable, durable and reasonably priced.

Kilogear masks follow CDC guidelines along with Kaiser Permanente's design. The cloth masks are recommended for personal use in the community when leaving home for groceries or other essential items.

In addition to supplying individual customers, the team at Kilogear Cut continues to make large donations to hospitals in New York and New Jersey. The company began by donating their first supply of face shields to hospital workers related to people in the Irish Dance community.

The masks' fabric is environmentally friendly, reusable and washable, and includes an internal pocket for those who wish to add an additional filter. Available in multiple colours, the masks retail for \$9.99 at www.kilogearcut.com.

PRIME DRESS DESIGNS

As the demand from hospitals increased, Prime Dress Designs teamed up with other businesses as well as home sewers to supply personal protection equipment (PPE) to healthcare professionals and nursing homes in desperate need of masks.

A local leather/shoe shop donated many hours to cutting materials, a New Jersey wire company donated thousands of cuts of strip material for the nose bridge, and an event planner managed all the shipments, deliveries, requests and donations. Ultimately the Prime Dress Designs network supplied over 15,000 face shields and caps to area hospitals and nursing homes.

Now, Prime has opened production to dance schools to purchase face shields for dancers and families.



The team at Prime Dress Designs is helping keep the world safe!

Prime's masks are made from two layers of poly/cotton broadcloth and have adjustable elastic that hooks around the ears. "We have the capability of customising your masks to your dance school colours and can also include custom embroidery to match your team dresses or logo," says Pamela Bastek, President and Lead Designer.

Custom orders require a minimum of 25 pieces. Plain black adjustable masks are \$8.00 while embroidered black adjustable masks retail for \$13.00. Learn more at www.primedressdesigns.com



Dance schools can now custom order from Prime Dress Designs