



## HOT GEAR FOR COOL ATHLETES JTB CLOTHING OPENS NEW STORE IN ABBOTSFORD

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FOR IMMEDIATE RELEASE

Abbotsford, BC - In these economically depressed times it's great to hear a success story about a local business that's not only surviving – but thriving! Jamie Oddy, owner of JTB Clothing Services, has just opened a new store in Abbotsford. It's her latest venture in over nine years of providing embroidery and silk screening services to the community.

"I started in my home, selling crested school uniforms and hockey pants out of my garage," she remembers. "People got to know of me through word-of-mouth, and things just took off. I've grown so much that I really needed to open a store-front to keep providing my clients with the level of service they've come to expect."

The retail sports clothing business is a pretty tough game for women and Jamie's focus on customer service has been the key to her success. It's the reason local performance sportswear company Firststar Sports Inc. decided to sign on as a partner.

"Jamie is a really dynamic person who knows what she wants, but the thing I respect most about her is that she really does care about customers as much as I do," says Doug Thom, Firststar Sports founder and VP Product Development. "Many people say that they're all about service but they just don't perform. At Firststar we talk about how to "Up Your Game" and Jamie truly exemplifies that."

Along with Jamie's lines of school uniforms, corporate wear, Abbotsford Hawks and Aldergrove Bruins team wear, the new store features Firststar's line of Coolskin & Warmskin performance sportswear for men and women. Firststar gear is a hit with the Vancouver Giants and the KIJHL and has caught the attention of NHL stars Luc Robitaille, Russ Courtnall and Ray Ferraro who recently signed on as Firststar's Director of Hockey Relations.

Jamie is thrilled with the new partnership; "They have a great product, lots of variety, excellent quality and most importantly, when they say they will deliver, they do."

You can check out Jamie's new store at 33271 South Fraser Way in Abbotsford (behind the Mr. Lube) or call her at 604-859-4450. For more information on Firststar go to [www.firststarsports.com](http://www.firststarsports.com).

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