



FOR IMMEDIATE RELEASE

April 1, 2024

CELEBRATING 20 YEARS OF SOCK IT TO ME

A Journey of Fun, Fashion, and Woman-Led Entrepreneurship

We are thrilled to announce that Sock It to Me is celebrating two decades of sock-tacular success this year! Since our humble beginnings in 2004, we have embarked on an incredible journey filled with creativity, innovation, and community engagement. As we celebrate this milestone, we're especially proud to be a woman-owned and operated business. Founded by Carrie Atkinson, our success is a testament to the incredible contributions of women in entrepreneurship.

From our earliest days, Sock It to Me has been driven by a passion for fun, vibrant sock designs that inspire self-expression and bring joy to people's lives. Over the past 20 years, we have created thousands of unique designs across a diverse range of categories, from knee-highs to crew socks, ankle socks to sheers, and everything in between.

But our journey doesn't stop there. We have continually evolved and innovated to meet the changing needs of our customers. From launching our custom sock program, allowing individuals and businesses to create personalized socks that reflect their unique style and brand identity, to introducing our popular sock subscription service, delivering fresh, fun socks straight to our subscribers' doorsteps every month – we have always been at the forefront of sock innovation.

One of our proudest achievements has been our commitment to community participation through initiatives like our yearly Design-A-Sock contest. This contest, which invites individuals of all ages and backgrounds across the globe to submit their original sock designs, has not only sparked creativity but has also fostered a sense of belonging and inclusivity within our community.

As we celebrate 20 years of Sock It to Me, we are honored to have partnered with some of the world's most iconic retailers, including Hudson News, New Seasons, Fred Meyer, Powell's Books, Books-A-Million, and many more. Our global reach has allowed us to share our love for socks with audiences far and wide, spreading joy and creativity across the globe.



PRESS RELEASE

We believe that our 20th anniversary is a testament to the enduring power of creativity, innovation, and women-led entrepreneurship. We invite you to join us in celebrating this milestone and sharing our story with your audience. We would be thrilled to arrange an interview with our founder, Carrie Atkinson. Carrie's vision, passion, and dedication have been integral to Sock It to Me's success, and her story is one worth telling. If you are interested in learning more about Carrie's journey and the story behind Sock It to Me, please don't hesitate to reach out to us.

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