

FOR IMMEDIATE RELEASE

Lifestyles' "On The Road" mobile boutique brings style and philanthropy to Saratoga events this Summer.

*Owner Heidi West takes her passion for giving back to the road with a mobile boutique inside a renovated 1964 Shasta trailer, making fashion accessible and socially conscience.*

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Saratoga's successful women's clothing boutique, Lifestyles of Saratoga, is hitting the road this summer in a 1964 shasta full of goodies which reflect that of their brick and mortar store located on the corner of Caroline and Broadway in downtown Saratoga Springs, NY.

While Saratoga is coming up on it's 100th birthday, Lifestyles is celebrating 25 years of doing business as a beacon of women's fashion in Saratoga. They attribute their ongoing success to their ability to adapt to changing times and trends. In honor of a quarter century of business, Lifestyles has decided to 'go the extra mile' by taking their business on the road in a one-of-a-kind pop-up shop to celebrate their business and their community.

This little shop will be traveling to different charity driven events around town like the Double H Ranch and Hospital Gala. A portion of the sales generated at these events will be donated back to the charity or not-for-profit organization being supported at that event. Each event will be personally selected by owner Heidi West to insure that the partnership will be beneficial to both parties. You can also find this mobile boutique parked at the Saratoga Race Tracks' Saratoga Pavilion every Saturday for Fashion Saturdays. A portion of the sales generated during it's time at the track will be donated back to B.E.S.T or Backstretch Employee Service Team. Heidi will say the most important part of this new adventure is working with the community to give back to different charities as much as possible.

"It has always been one of the goals of owning my own business," Heidi said, "to be able to give back to the community; that means so much to me. I was born and raised in Saratoga Springs and there are so many worthy causes that I want to be able to give to. This mobile boutique will allow me the means to expand my charitable giving."

This little shop is set to hit the road by the end of June, and donating to worthy causes along the way. Keep an eye out on Lifestyles' website, Facebook, Twitter and Instagram for its whereabouts.

[www.lifestylesofsaratoga.com](http://www.lifestylesofsaratoga.com)  
[www.instagram.com/lifestylesofsaratoga](http://www.instagram.com/lifestylesofsaratoga)  
[www.twitter.com/lifestyles436](http://www.twitter.com/lifestyles436)  
[www.facebook.com/Lifestylesofsaratoga](http://www.facebook.com/Lifestylesofsaratoga)

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