

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



Click here for a high-resolution jpg of this image: http://www.bcrfcure.org/images_pinkpresskit/cybex.jpg

COMPANY

CYBEX International

PROGRAM

Pink Ribbon Run

WEB ADDRESS

www.cybexintl.com

PROGRAM DESCRIPTION

CYBEX is producing the first-ever, custom made PINK treadmills to log miles and raise funds for The Breast Cancer Research Foundation (BCRF). The PINK treadmills will be available at health clubs, hotels and spas, student recreation centers, corporate employee gyms and other exercise facilities.

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Cybex will donate \$0.10 for every mile logged on any CYBEX pink 750T treadmill during October 2009

HOW TO PARTICIPATE

Visit www.cybexintl.com to for a list of participating exercise facilities.

PRESS CONTACT

Lynn Luczkowski
L2 Communications
860-313-1426
413-478-1569 (cell)
Lynn@L2comm.biz

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Everlast Worldwide
PRODUCT	Pink Pro Style Training Gloves, Pink Hand Wraps, Pink Key Chains
WEB ADDRESS	www.everlast.com
PRODUCT DESCRIPTION	<p>Pink Pro Style Training Gloves: With dense two-layer sandwich foam for better shock absorbency and full padding of the wrist to promote proper punching technique.</p> <p>Pink Hand Wraps: These popular hand wraps come in sturdy cotton and spandex blend for slight stretch.</p> <p>Boxing Glove Key Rings: Great novelty item! Size: Approx. 2+"</p>
SUGGESTED RETAIL PRICE	Pro Style Training Gloves: \$29.99 Hand Wraps: \$4.99 Key Rings: \$1.29
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Pro Style Training Gloves: \$1.00 per pair sold Hand Wraps: \$0.25 per pair sold Key Rings: \$0.10 per item sold
RETAIL AVAILABILITY	www.everlast.com and select sporting goods retailers nationwide
PRESS CONTACT	Samantha Schoenholtz Samantha.schoenholtz@everlast.com 212.239.0990 ext. 251

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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Click here for a high-resolution jpg of this image: http://www.bcrfcure.org/images_pinkpresskit/gaiam.JPG

COMPANY	Gaiam, Inc.
PRODUCT	The Mari Winsor Pilates for Pink Core Challenge
WEB ADDRESS	www.pilatesforpink.com
PRODUCT DESCRIPTION	This specially-developed Pilates workout, consisting of a standing and mat core challenge, provides four 10-minute workouts plus a bonus exercise. It's fast, fun, and it works!
SUGGESTED RETAIL PRICE	\$14.98
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$1.00 per DVD sold
RETAIL AVAILABILITY	Available wherever DVDs are sold
PRESS CONTACT	Samantha Trenk Public Relations Director Shape Magazine (212) 545-4896

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Jelly Belly Candy Company
PRODUCT	Sport Beans® Jelly Beans
WEB ADDRESS	www.SportBeans.com
PRODUCT DESCRIPTION	Sport Beans jelly beans are updated with all natural flavors and colors. Scientifically developed for sports performance. Sport Beans contain 25 grams of carbohydrates, electrolytes and vitamins. Each single serving 100-calorie pack provides quick energy when exercising. New zip bag for on-the-go convenience.
SUGGESTED RETAIL PRICE	\$0.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Jelly Belly Candy Company will donate 5% of sales of Sport Beans Fruit Punch flavor, up to \$40,000.
RETAIL AVAILABILITY	Sports stores, running stores, bike shops and online at www.JellyBelly.com
PRESS CONTACT	Tomi Holt publicrelations@jellybelly.com (415) 884-8077

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY

K2 Snowboarding and K2 Skis

PRODUCT

K2 Luna and K2 T:Nine Free Luv ERS 11.0 TC

WEB ADDRESS

www.k2snowboarding.com and www.K2skis.com

PRODUCT DESCRIPTION

Designed by the all-women's K2 Alliance™ team and a fixture in K2's popular women's line, the Luna blends function with finesse and is easily the ideal board for every level of riding.

The Free Luv is a perfect all-mountain tool for the advanced level skier seeking versatility and forgiveness. A 76 mm waist width and Torsion Box construction provides responsiveness for top-notch performance on the slopes.

SUGGESTED RETAIL PRICE

K2 Luna Snowboard: \$379.99
K2 T:Nine Free Luv Skis: \$1,000.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

K2 women's boards and skis will donate a minimum of \$75,000 in connection with sales

RETAIL AVAILABILITY

Check out the dealer locator on www.k2snowboarding.com and www.k2skis.com

PRESS CONTACT

Ryan Hayter
Ryan@hayterpr.com
(206) 633-7990

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Mahco, Inc.
PRODUCT	BCRF Sports and Leisure Chairs
WEB ADDRESS	n/a
PRODUCT DESCRIPTION	Foldable camp chair and event chair with arms. Comes with a handy cup holder and a carrying bag with shoulder strap.
SUGGESTED RETAIL PRICE	\$19.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Mahco will donate \$1.00 per chair sold
RETAIL AVAILABILITY	Available at Dick's Sporting Goods, Sportsman's Warehouse, and Academy Sports
PRESS CONTACT	Jerry Brown 479-273-5475 ext. 26 jbrown@mahco.net

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Shape magazine
PROGRAM	Pilates for Pink
WEB ADDRESS	www.PilatesforPink.com
PROGRAM DESCRIPTION	Shape's breast cancer awareness initiative, allows consumers to take part in a Pilates class at participating studios across the country or by joining Shape, October 4 th in Union Square Park, New York City.
SUGGESTED PRICE	Union Square: \$25.00 per class, \$5.00 each additional class Studios: \$10.00 per class
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	100% of the profits from Union Square ticket sales & of studio donations
PROGRAM AVAILABILITY	At participating studios across the country or log on to www.PilatesforPink.com to purchase tickets for the Union Square event
PRESS CONTACT	Samantha Trenk strenk@shape.com 212. 545. 4896

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	SSG Gloves
PRODUCT	Hope Glove: Styles 7000, 7100
WEB ADDRESS	www.ssgridinggloves.com
PRODUCT DESCRIPTION	<p>The SSG® Glove for Hope features soft cabretta leather and spandex gussets. Designed for durability, comfort and fit, like all our gloves. That's what you can see and feel!</p> <p>In black for show jumping and eventing applications. Style 7000 has pink gussets for style and appearance. Style 7100 has black gussets for judged performance.</p> <p>In pearl white for dressage. Style 7000 with pink gussets for style and appearance. Style 7100 with pearl gussets for judged performance in the show ring.</p> <p>Sizes: 6, 7, 7 1/2, 8, 9 Colors: Black, Pearl White</p>
SUGGESTED RETAIL PRICE	\$35.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	SSG will donate \$2.00 per pair sold
RETAIL AVAILABILITY	Visit www.ssgridinggloves.com for a complete dealer list
PRESS CONTACT	Ed James, President fargo@ssgridinggloves.com

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Wilson Sporting Goods Co.
PRODUCT	Wilson HOPE Tennis Racket and Wilson HOPE 6-Pack Golf Balls
WEB ADDRESS	www.wilson.com
PRODUCT DESCRIPTION	Wilson HOPE tennis racket and Wilson HOPE 6-pack golf balls
SUGGESTED RETAIL PRICE	Racket: \$29.99; Golf Balls: \$6.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Wilson donates \$100,000 annually and 1% of sales from the entire HOPE line
RETAIL AVAILABILITY	Target, Walmart, Dick's, TSA (just racket), Modell's, Academy, pro shops, tennis specialty stores and golf specialty stores
PRESS CONTACT	Molly Wallace Molly.wallace@wilson.com 773/714-6831

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614