

# Cyber<sup>®</sup> International Hosts 2<sup>nd</sup> Annual Pink Ribbon Run

Cyber International, Inc., a leading manufacturer of premium exercise equipment, announced today its 2nd Annual Pink Ribbon Run, a national program benefiting The Breast Cancer Research Foundation (BCRF) through which Cyber donates \$0.10 for each mile logged on its custom-made pink treadmills during Breast Cancer Awareness Month, October, 2010.

The distinctive pink treadmills, manufactured in Medway, Mass., will be sold to health clubs, selected Y locations and other exercise facilities across the country. Information on participating clubs and purchasing details are available at [www.cyberintl.com/pinkribbonrun](http://www.cyberintl.com/pinkribbonrun).

During its inaugural campaign, Pink Ribbon Run was recognized as one of the top cause-marketing initiatives in 2009, with exercisers logging more than 250,000 miles on the pink treadmills at more than 90 facilities in 38 states. Based on that success, for every one pink treadmill purchased by a repeat participant this year, a donation will be made for that treadmill, as well as one purchased in 2009.

"As a company, we're deeply committed to raising funds to fight breast cancer, and awareness about the benefits of exercise as it relates to the disease," states Joan Carter, Cyber Director and Founder of

Pink Ribbon Run. "We were very pleased with the success of the Pink Ribbon Run last year, and so were the clubs and YMCAs that participated. Our goal is to raise even more money in 2010."

Breast cancer is the second leading cause of cancer death in women, according to The American Cancer Society, which estimates one out of every eight women will develop the disease.



## Breast Cancer Awareness Month: Support, Safety and Style



Finding the right bra size based on your shape and measurements may require you to look elsewhere beyond the standard sizes found at intimate apparel shops. For small-busted women, another choice is Itty Bitty Bra<sup>®</sup>. Created as an alternative to brands and labels with imprecise sizing, Itty Bitty Bra produces a fit that's comfortable, accurate, and provides the right support through a patented cup design for females with less than a "C" bust.

In each order, Itty Bitty Bra also includes a breast cancer card. On the card, you'll find a diagram and instructions on how to correctly check yourself each month for lumps and growths.

Bras are available in sizes from 32AA to 38B and a range of fashion-forward styles including bralettes, camisoles, and padded and strapless bras. For more information, go to [www.ittybittybra.com](http://www.ittybittybra.com).

