

# Why your SPA should get behind the Pink Ribbon Run

When you purchase a pink treadmill, CYBEX will donate 10¢/mile logged during the month of October (Breast Cancer Awareness Month) to The Breast Cancer Research Foundation®.

## Breast Cancer Research: A great cause

- One out of every eight women, or 12% will develop breast cancer.
- Breast Cancer is the second leading cause of cancer death in women, after lung cancer.
- One out of 210 breast cancer cases occur in women under the age of 40.

Data from American Cancer Society 2010

## Exercise: A great benefit for women's health

- By maintaining a healthy weight, being physically active and limiting alcohol, women can dramatically reduce their risk of breast cancer.

September 2009 – American Institute for Cancer Research

- Girls and young women who exercise regularly between the ages of 12 and 35 have a substantially lower risk of breast cancer before menopause compared to those less active.

May 2008 – Journal of the National Cancer Institute

- A woman's hormone levels naturally fluctuate throughout her life, and we have found that exercise likely offers protection against breast cancer regardless of a woman's stage in life.

February 2007 – University of Wisconsin's Comprehensive Cancer Center (UWCCC)

To be eligible for donation, the Pink Treadmill must be registered on or before September 30<sup>th</sup>, 2011. Mileage must be recorded on October 1<sup>st</sup> and October 31<sup>st</sup>. CYBEX reserves the right to audit mileage on any pink treadmill.



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[www.cybexintl.com](http://www.cybexintl.com)

# Why your SPA should buy a pink CYBEX Treadmill

## Trade-in your old cardio for a pink treadmill

Attract new clients, bring buzz to your facility, and get behind a great cause that embraces women's health and wellness. **This is an exercise-related cause your Spa can really get behind! Join the campaign and be part of the Pink Ribbon Run movement.**

## Doing Well by Doing Good

- PR story your facility can embrace and bring to your local community.
- Keep the pink treadmill visible all year and bring awareness about the importance of exercise.
- The donation period doesn't have to stop, get behind a local cause and create your own promotion.
- Increase morale and sense of belonging at your facility. Offer a discount for using the pink treadmill, or milestone rewards to those working out on the pink treadmill.
- Be proud of doing well by doing good!

## CYBEX: A great treadmill

This professional quality treadmill is designed and built by CYBEX. Which means it will stand up to the most demanding environments and challenging workouts. With the pink CYBEX treadmill, users will enjoy a superior exercise experience – whether they choose to walk, jog, run, or simply work up a good sweat. Long after the official Pink Ribbon Run is over, the pink treadmill will still be working for you.



The Breast Cancer Research Foundation is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org)

To join the Pink Ribbon Run, call us today at 1.774.324.8000!

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