



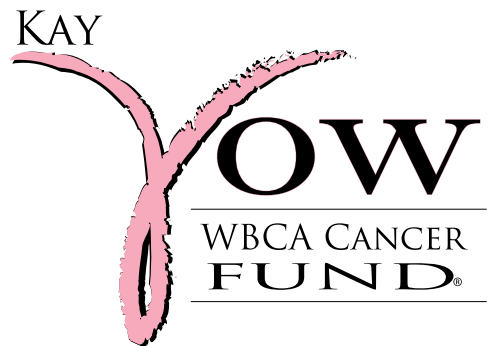
*Serious about fitness.*

# Miles4Kay

**CYBEX and the Kay Yow/WBCA Cancer Fund®— a partnership to raise money for breast cancer research.**

## 750T Treadmill

*The CYBEX pink treadmill is available for sale to WBCA schools at a price that includes a donation to the Kay Yow/WBCA Cancer Fund. CYBEX will also donate 10¢/mile for all miles logged during the WBCA Pink Zone® (February of 2011) to the Kay Yow/WBCA Cancer Fund.*

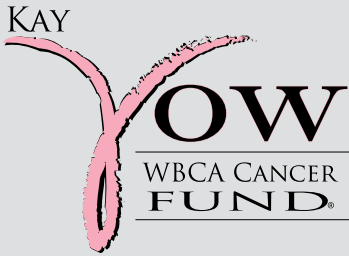




## The promotion: How does it Work?

- Take delivery of your new 750T pink treadmill any time before January 31<sup>st</sup>, 2011
- Register your pink treadmill by using the CD that accompanies the treadmill, or by using the CYBEX website ([www.cybexintl.com/promotions/KayYow/Register.aspx](http://www.cybexintl.com/promotions/KayYow/Register.aspx))
- Put up the poster, the hang tag, and tell your students you need them to support a cause that is near and dear to their hearts
- On February 1<sup>st</sup>, 2011, you have three ways to register your treadmill mileage (choose one):
  - 1 Click on the reminder link that CYBEX will email you
  - 2 Use the Registration CD that came with your treadmill
  - 3 Go to the CYBEX website and type in the treadmill serial number
- On February 28<sup>th</sup>, 2011, register your ending mileage using one of the three steps listed above

To be eligible for donation, treadmill must be registered on or before January 31<sup>st</sup>, 2011. Mileage must be recorded on the official website form on February 1<sup>st</sup> and February 28<sup>th</sup>. CYBEX reserves the right to audit mileage on any pink 750T treadmill.



# Why your school should buy a pink 750T TREADMILL

## Breast Cancer Research: A great cause

- One out of every eight women 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 2008

## 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)

## Miles4Kay: A great opportunity to show your school cares

Your purchase of the pink 750T comes with promotion materials to highlight your school's participation (including press releases, web imagery, a poster, hang tag and table-top):

- Give your students the opportunity to do more with their exercise time. Every mile in February 2011 earns money for the Kay Yow/WBCA Cancer Fund®.
- An exercise-related cause your school can get behind. Join the campaign and be part of the media recognition.

## CYBEX: A great treadmill

The CYBEX 750T is a powerful workhorse treadmill that is built to stand up to heavy commercial use. The 6.0HP motor and built-to-last running deck on the 750T treadmill are indicators of the durability of CYBEX design and manufacturing. Long after the official Miles4Kay is over, the pink treadmill will still be working for you.

**CYBEX also offers great financing packages on our 750T Pink Treadmills! To learn more, call us at 774.324.8399.**

\*Financing available for North America only



**““ The Miles4Kay partnership with CYBEX is a fun and creative way to raise money for one of my favorite causes. I’m behind it 100 percent.””**

– Geno Auriemma, UCONN Huskies Head Coach

**““ Everyone knows women who have been affected by cancer. Miles4Kay is a way to truly make a difference simply by working out on CYBEX pink treadmills.””**

– Joanne P. McCallie, Women’s Basketball Head Coach, Duke University

**““ This truly creative program brings together leaders from all sectors of our sport in the fight against women’s cancers while also contributing to people’s overall wellness.””**

– Marsha Sharp, Executive Director, Kay Yow/WBCA Cancer Fund

**““ The CYBEX pink treadmill is a great way to kick you into gear, a visual reminder of how important it is to keep on going no matter what. The Miles4Kay initiative is something the University of South Carolina will be supporting with our feet on that treadmill every day.””**

– Dawn Staley, Head Women’s Basketball Coach, University of South Carolina



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Specifications subject to change 04/10. \*Actual color may differ from samples shown.

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