

FOR IMMEDIATE RELEASE

**GK Elite Sportswear and Unite for HER present BRAVADO, a celebrity inspired art auction fundraiser dedicated to Breast Cancer Awareness**

READING, Pennsylvania (January 7, 2011) – GK Elite Sportswear, L.P. world's leading supplier of gymnastics apparel, and Unite for Her, a non-profit organization dedicated to providing breast cancer programs and initiatives, are proud to present BRAVADO, an inspired art exhibit and auction bringing together the talents of celebrity Olympic gymnasts, the cast of "Make It or Break It", teams participating in the Pink Invitational ~ Gymnasts Unite event, and others dedicated to the fight against breast cancer. The biggest names in gymnastics are showing their support for the cause by designing their own GK sports bras which will be offered at silent auction to raise funds for Unite for HER breast cancer programs and initiatives. Interested parties can view and bid on decorated sports bras from notable gymnasts at the Pink Invitational gymnastics meet on February 25-27 at United Sports in Downingtown, Pennsylvania.

In December 2010, GK Elite Sportswear announced a new 2011 partnership with Unite for HER, which, in addition to the co-sponsorship of BRAVADO, also includes support of the 2011 Pink Invitational, an outreach gymnastics meet presented by Unite for HER, and the production of a collection of breast cancer awareness leotards.

GK Elite's 2011 collection of Breast Cancer Awareness apparel includes three In-Stock leotards embellished with the Pink Ribbon and custom GK/Unite for HER logo. These special leotards along with a sports bra and workout short will premier at the Pink Invitational on February 25, 2011 and will be available through June 15, 2012. As a proud sponsor of Unite for HER, GK will contribute 5% of the sales of the breast cancer awareness collection to our friends at Unite for HER. This dazzling and inspiring collection is a perfect complement for breast cancer events.

2011 marks the seventh year that GK has taken a stand against breast cancer. "We see taking part in the fight against breast cancer as a responsibility, especially given that the majority of our customer base is young girls and teens. Unite for HER is an organization making a positive impact in helping those affected by breast cancer. Getting the message and support out to women of all ages is part of their passion and success!" said Kelly McKeown, Executive Vice President of Design and Corporate Relations. Each year GK continues to add more breast cancer awareness leotard styles to promote this worthy cause. Following the Pink Invitational, the leotards, sports bra and short will be available for purchase on the GK website.

"As a women's sport geared toward training and mentoring young athletes into their adult years, gymnastics organizations have a unique opportunity to raise awareness in our community and to raise funds in support of breast cancer survivors and their families," said Unite for HER founder and breast cancer survivor, Sue Weldon.

GK is the world's leading supplier of gymnastics apparel and is recognized around the world for superior variety, quality, fit and service. GK is proud to have been chosen by adidas to manufacture the US National Team Competitive apparel for USA Gymnastics since 2000 and is the sole producer of adidas brand gymnastics apparel worldwide. Based in Reading, Pennsylvania, Elite Sportswear, L.P., the company behind the GK brand, continues its commitment to American-made quality and continuous innovation in designs for Gymnastics, Cheerleading, Dance, and Drill Team apparel. For more information about GK Elite visit [www.gk-elitesportswear.com](http://www.gk-elitesportswear.com).

Unite for HER is dedicated to improving the lives of women and girls by supporting and providing breast cancer programs and initiatives that educate, empower, and restore. Since 2009, Unite for HER has worked to bridge the gap between the medical and wellness communities by educating women diagnosed with breast cancer about complementary therapies, providing them with a compassionate resource for support, knowledge and healing. Visit [www.uniteforher.org](http://www.uniteforher.org) or call 610-322-9552.

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