

FOR IMMEDIATE RELEASE

## **GK Elite Sportswear and Unite for HER Announce a 2011 Partnership to join in the Fight against Breast Cancer**

READING, Pennsylvania (December 1, 2010) – GK Elite Sportswear, L.P. world's leading supplier of gymnastics apparel, is proud to announce its 2011 partnership with Unite for HER, a non-profit organization dedicated to supporting breast cancer programs. The mission of this West Chester, PA based organization is to make a positive difference in the lives of women and girls through education, empowerment and restoration. The partnership includes GK Elite's sponsorship 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. The meet will be hosted by AJS Pancott Gymnastics National Training Center, also located in West Chester.

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 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 Corporate Relations and Vice President of Design. 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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