

# Why your SPA should get behind the Pink Ribbon Run

*When you purchase a pink treadmill, CYBEX will donate 10c/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 will develop breast cancer.
- Breast Cancer is the second leading cause of cancer death in women, after lung cancer.
- One out of 208 breast cancer cases occur in women under the age of 40.

Data from American Cancer Society 2009

## **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, treadmill must be registered on or before September 30<sup>th</sup>, 2010. 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 750T treadmill.*



**CYBEX**<sup>®</sup>  
*Serious about fitness.*

For more information, contact The Dumbellman at (702) 795-1035.

# Why your SPA should buy a pink 750T 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

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 campaign is over, the pink treadmill will still be working for you.



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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.bcrf.org](http://www.bcrf.org).

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