

FOR IMMEDIATE RELEASE

Celebrity Gymnasts Nastia Liukin, Shawn Johnson and Shannon Miller support BRAVADO, an inspired art auction fundraiser dedicated to Breast Cancer Awareness, with their One-Of-A-Kind Sports Bra Designs

READING, Pennsylvania (February 22, 2011) – GK Elite Sportswear L.P., the world's leading supplier of gymnastics apparel, and Unite for Her, a non-profit organization dedicated to providing breast cancer programs and initiatives, are pleased to announce three additional celebrity gymnasts that are participating in BRAVADO, an inspired art auction fundraiser dedicated to Breast Cancer Awareness. Joining the event in support of the cause are the 2008 Olympic All-Around Champion, Nastia Liukin, the 2008 Olympic All-Around Silver medalist, Shawn Johnson, and the most decorated gymnast in US history, Shannon Miller.

These well-known gymnasts and others like and 2004 Olympic All-Around Champion Carly Patterson, three time Olympic Champion Svetlana Boginskaya and Dominique Moceanu, member of the Olympic Gold Medal Winning 1996 US Women's Gymnastics Team, the "Magnificent Seven," have shown their support for the cause by designing their very own unique GK sports bras which will be offered at silent auction to raise funds for Unite for HER breast cancer programs and initiatives.

Nastia Liukin's "Straight from the Heart" design is a pink dyed bra decorated with mini-heart stone clusters and two hot pink sparkly tulle bows. Johnson's "Guardian Angel" sports bra is covered in delicate white flowers throughout and features purple feathered wings at the back. Miller's "Go for the Gold Cure" design features elegant golden shimmer fabric draped across the front with dainty golden ribbons trimmed along the neckline.

Svetlana's "Flower Power" sparkly sports bra is covered in brightly colored daisies and features two beautiful purple butterflies. Moceanu's bra, "Amore," features a large jeweled heart design at the center front along with three smaller hearts and scattered red jewels. Patterson's Wild Western design "The Boot" is covered with ten cowboy boots and features pink accents throughout to show support for the cause.

In addition to the athletes, USA Gymnastics, Northern Elite Gymnastics and AJS Pancott National Training Center will participate in BRAVADO. USA Gymnastics presents their "Go For Gold" design featuring red, white and blue ribbon trimmed along the neckline and right side seam, a striking gold medal, and the USA gymnastics logo. The "Hooters" design comes to BRAVADO from Northern Elite Gymnastics of Flanders, NJ. This one-of-a-kind owl design is sure to be a crowd favorite. AJS Pancott National Training Center of West Chester, PA has designed a lovely red silk bra decorated with antique jewelry which they have named, "Keep 'Em Vintage."

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 for GK. 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.

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 or call 610-322-9552.

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