

## SIGVARIS Athletic Recovery Compression Socks is Proud to Partner with Local Area Trek Bicycle Stores For Breast Cancer Awareness

***SIGVARIS, the global leader in compression therapy and DVT prevention advocate, has teamed up with two South Atlanta Trek Bicycle stores to create pink and black Athletic Recovery Socks in support of National Breast Cancer Awareness Month.***

**PEACHTREE CITY, GA.** – On Oct. 8, SIGVARIS will team up with two local Trek Bicycle stores for the Trek Women Breast Cancer Awareness Rides in McDonough and Peachtree City. Attendees will have an opportunity to purchase special edition pink and black SIGVARIS Athletic Recovery Compression Socks as a fun way to raise awareness about breast cancer.

The events feature 10 and 25 mile family-friendly group rides. Donations and fees from the event go directly to the Breast Cancer Research Foundation. The goal of the Trek Women Breast Cancer Awareness Rides is not only to raise funds for breast cancer research, but also to unite local communities in the effort to raise awareness about the importance of breast health in a fun, supportive environment.

For more information about these events, or to register, participants can visit the website at [www.atlantatrek.com](http://www.atlantatrek.com).

SIGVARIS partners with several organizations each year to help raise awareness about various diseases, as well as to help educate athletes about the benefits of increased blood flow through graduated compression.

Athletes use compression socks during and after performance events to improve their results. When a sportsperson slips on SIGVARIS Active Therapy socks, he or she is benefiting from the science behind “true graduated compression” – compression that is strongest at the ankle and gradually diminishes as it goes up the leg. “True graduated compression” helps fight the force of gravity and circulate blood back to the heart and lungs more efficiently. When blood is properly circulated, it provides much-needed oxygen and nutrients to tired muscles that have been, or are being, deprived during a workout.

SIGVARIS created [www.activetherapysock.com](http://www.activetherapysock.com) to provide consumers with information on all the socks in the Active Therapy line.

SIGVARIS has several athletic partnerships with established sports organizations including the Atlanta Falcons, the Indianapolis Colts, the New Jersey NETS, Road Runner’s Club of America (RRCA), USProTri, Southern Crescent Cycling Club, and Cross Country Canada (CCC-skiing). Several professional athletes also endorse SIGVARIS’ Active Therapy Socks.

### **About SIGVARIS:**

SIGVARIS® North America is part of an internationally active medical device group headquartered in Winterthur, Switzerland that focuses on the development, production and distribution of medical compression garments, including hosiery and socks. With distribution in more than 50 countries on six continents, SIGVARIS is recognized as a global industry leader in the area of compression therapy for the management of chronic venous disorders. Our US manufacturing plant is located in Peachtree City, GA. For more information, please visit [www.sigvarisusa.com](http://www.sigvarisusa.com).