

FOR IMMEDIATE RELEASE

**GK Elite Sportswear & SWAROVSKI ELEMENTS Donate \$5,000 Couture
Leotard to Pink Invitational**

READING, Pennsylvania (February 9, 2012) – GK Elite Sportswear, L.P., along with the support of SWAROVSKI ELEMENTS, is pleased to announce the donation of the first in a line of couture gymnastics leotards. Designed especially for the Pink Invitational outreach gymnastics meet on February 24 – 26, 2012, the proceeds from the raffle of this courage-inspired leotard design will benefit Unite for HER, a non-profit organization dedicated to breast cancer awareness programs for women. This one-of-a-kind leotard design boasts an approximate retail value of \$5,000 and is part of GK's 2012 – 2013 Couture Collection. A companion leotard will be made available for purchase as part of the Ultimate Brilliance Collection which will be featured in GK's 2012 – 2013 annual competitive catalog.

"We are excited to present this one of a kind leotard especially designed for Unite for Her," said Kelly McKeown, Executive Vice President of Corporate Relations & Design. "It is encrusted with SWAROVSKI ELEMENTS, and the intricate detail takes your breath away! We recognize the need to find new and innovative ways to bring awareness to the cause and to raise funds for wellness programs that have such a positive impact for women. We are grateful for Swarovski's generous donation and partnership on this project."

The GK Couture Collection Leotard:

This truly unique long sleeve competitive gymnastics leotard evokes both strength and beauty, featuring stunning Black and Petal Pink Mystique fabrics that provide a premium backdrop for the 10,000+ handset Classic and Diamond Leaf SWAROVSKI ELEMENTS adorning the garment. Due to the generosity of Swarovski, the leotard designer, Julia Kline, was able to choose an array of gorgeous hues to illuminate the leotard including Crystal Moonlight, Rose, Indian

Pink, Fuchsia, Ruby, Hyacinth, Topaz, Crystal Golden Shadow, and more, all donated by the premium brand for the finest crystal elements in the world, SWAROVSKI ELEMENTS. The unparalleled leotard design carries an approximate retail value of \$5,000, and both GK & Swarovski look forward to the proceeds of the charity raffle benefiting Unite for HER wellness programs.

Raffle ticket sales will take place both at the Pink Invitational and online. Online orders can be emailed to uniteforher@yahoo.com and must include name, address, phone number and the number of tickets being ordered. Raffle tickets will be available at 10 tickets for \$10, 30 tickets for \$20 or 100 tickets for \$50. Payment can be made through PayPal on the Unite for HER website at <http://www.uniteforher.org/get-involved-donate.html>.

The Designer:

Julia Kline, a GK designer for eight years, holds a bachelor of science in apparel design from the University of Delaware. Her design inspiration stems from her own personal advocacy and support of breast cancer awareness over many years. “This opportunity is a dream come true for any designer. I jumped at the opportunity to create a couture leotard supporting the cause,” Julia said. “It was very exciting to work with SWAROVSKI ELEMENTS and have free reign over which crystals I could choose from and use in my design with no limitations. The flame design engulfing the iconic pink ribbon on the back of the leotard portrays the courageous “fight” each woman faces when she braves her personal battle with breast cancer. The rest of the design is symbolic of the strength and beauty that can arise from something so tragic.”

Julia continued, “Every leotard that I design for GK has its own special meaning. Some are unique based on the design inspiration I had at the time and some utilize new manufacturing techniques, fabrics or embellishments, which is always exciting. I am able to express emotions, inspirations and ideas and see them come to life with every style.”

The Ultimate Brilliance Leotard:

Julia also designed a companion leotard which will be available as part of the Ultimate Brilliance Collection and featured in GK's 2012 – 2013 annual competitive catalog. According to Julia, "The couture leotard then inspired the creation of the commercial leotard. The styling is similar, but with a marketable price tag." Her Ultimate Brilliance *Courage* leotard has over 2,000 Classic Crystal SWAROVSKI ELEMENTS adorning the body and sleeves of the garment and an additional 1,600 Pink, Fuchsia, Clear, Ruby, and Tangerine SWAROVSKI ELEMENTS on the back. The same Black and Petal Pink Mystiques are the foundation for the crystals. The competitive leotard design features the same classic v-neck and long sleeves. The leotard will be available in sizes Child Small through Adult Extra Large.

ABOUT GK – ELITE SPORTSWEAR, L.P.

GK is the world's leading brand of gymnastics apparel and is recognized around the world for superior variety, quality, fit and service. Elite Sportswear, L.P. 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.gkelite.com.

ABOUT SWAROVSKI ELEMENTS

SWAROVSKI ELEMENTS is the premium brand for the finest crystal elements manufactured by Swarovski. The designers' choice since the founding of the company in 1895, SWAROVSKI ELEMENTS provides creative talents from the fashion, jewelry, accessories, interior design and lighting industries with the latest on trend innovations. Available in a myriad of colors, effects, shapes and sizes,

SWAROVSKI ELEMENTS offer designers a fabulous palette of inspiration. Born out of passion for detail and high-precision cutting, they impart refined glamour to everything they embellish.

ABOUT UNITE FOR HER

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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