

FOR IMMEDIATE RELEASE

### **GK Elite Sportswear Delivers Couture Leotard to Lucky Local Gymnast**

READING, Pennsylvania (April 30, 2012) – GK Elite Sportswear, L.P., with the support of SWAROVSKI ELEMENTS, donated the first leotard in a line of couture gymnastics leotards to the Pink Invitational outreach gymnastics meet on February 24 – 26, 2012 for a fundraising opportunity. The courage-inspired couture leotard was raffled off with proceeds benefitting Unite for HER, a non-profit organization dedicated to breast cancer awareness programs for women. The one-of-a-kind leotard carries an approximate retail value of \$5,000 and is part of GK's 2012 – 2013 Couture Collection.

Raffle tickets were sold at the Pink Invitational meet and online raising over \$4,300 for Unite for HER. One proud grandfather of an athlete participating in the meet bought 10 tickets for his granddaughter. That lucky athlete was Bryn Kanagy, a level 4 gymnast from Centre Elite Gymnastics in State College, PA.

On Friday, April 20, 2012, Kelly Christman, Sr. Marketing Manager for GK Gymnastics, hand delivered the one-of-a-kind leotard to Miss Kanagy during her gymnastics practice at Centre Elite. The stunning leotard was put on display at the gym and then was presented to Miss Kanagy who, after posing for some pictures, promptly tried on her couture creation.

GK is proud to have been a part of another successful Pink Invitational. Save the date for next year's event – February 22-24, 2013!

**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](http://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](http://www.uniteforher.org) or call 610-322-9552.

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