

FOR IMMEDIATE RELEASE

GK Elite Sportswear and Dominique Moceanu Announce Go-for-Gold Challenge

READING, Pennsylvania (September 25, 2012) – GK Elite Sportswear and 1996 Olympic Women’s Gymnastics Champion, Dominique Moceanu, are pleased to announce The Go-for-Gold Challenge. GK and Moceanu have partnered for an exciting giveaway featuring GK gymnastics leotards and Moceanu’s Go-for-Gold Gymnasts book series.

The Go-for-Gold Challenge is an invitation for GK & literary fans alike to demonstrate their love of the sport of gymnastics in a fun and unique way. Beginning October 1, 2012, entrants will be challenged to recreate the cover of each book in The Go-for-Gold book series wearing a GK gymnastics leotard and upload a photograph of themselves to the GK Gymnastics Blog. At the end of the giveaway, GK will announce four randomly selected winners, one for each of the book covers. Each winner will take home an autographed copy of the four part book series.

In Moceanu’s Go-for-Gold Gymnast series, gymnastics fans will get to know Britt, the fearless dynamo whose mouth is sometimes too fast for her brain; Noelle, the quiet daughter of Romanian immigrants who sacrifices everything for gymnastics, making her the hardest worker of all the girls; Jessie, the powerhouse who starts to question her devotion to gymnastics as other demands interfere with her training; and Christina, the graceful, but sassy gymnast who is sidelined by an injury and forced to think about the role gymnastics plays in her life. Over the course of four books, the girls commit themselves to the sport and to each other as they actively pursue their gymnastics dreams.

ABOUT 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 DOMINIQUE MOCEANU

Moceanu was a member of the 1996 U.S. Women’s Olympic Team, dubbed the “Magnificent Seven” after they won the USA’s first women’s team gold medal at the 1996 Olympic Games in Atlanta. She also won the all-around title at the 1998 Goodwill Games, becoming the first non-Russian to earn this title. In 1995, she became the youngest woman to win the U.S. senior national all-around title (age 13); helped the USA to a team bronze medal at the World Championships, where she was the only individual American medalist (silver on balance beam). Among her many accomplishments are: youngest member of the 1996 U.S. Olympic Gymnastics Team (14); youngest person featured on a Wheaties box (14); won the U.S. junior national all-around, vault and floor exercise titles in 1994; and five-time medalist at the 1992 Junior Pan American Games. She was inducted as a member of the 1996 Olympic Team into both the USA Gymnastics Hall of Fame in 1998 and the U.S. Olympic Hall of Fame in 2008. Currently

Moceanu, who is married and has two children, is involved with camps, clinics, speaking engagements and appearances across the country. She is also the author of a gymnastics children's book series for middle-school students released by Disney*Hyperion in 2012. She graduated from John Carroll University in 2009 with a Bachelor of Science in business management. For more information about Dominique Moceanu, visit <http://www.dominique-moceanu.com/>.

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