

FOR IMMEDIATE RELEASE

## **GK to Partner with *Cirque du Soleil* on Whimsical Line of Gymnastics Workout Leotards**

READING, Pennsylvania (April 16, 2013) – GK, the world's leading brand of gymnastics apparel, is pleased to announce a new partnership with internationally recognized *Cirque du Soleil*. The two brands, each known for imagination and innovation, will collaborate to develop an exclusive collection of workout leotards that combines GK's exclusive fit and the whimsical artistry of *Cirque du Soleil*.

"Working with *Cirque du Soleil* is a dream come true," said Kelly McKeown, Executive Vice President of Corporate Relations & Design for GK. "The creative inspiration provided to our design team included imagery of textiles, costumes, and set designs from various shows. This has ignited the imagination of our designers to create an exquisite, unique and fantasy-like collection of leotards. We are thrilled to work with *Cirque du Soleil* as the synergy between our brands is evident."

"*Cirque du Soleil* is happy to partner with GK who brings an innovative spirit to the industry of gymnastics apparel," said Marie-Josée Lamy, Senior Director of Licensing & Consumer Products Partnerships at *Cirque du Soleil*. "Both our companies strive for innovation, creativity, and quality."

A perfect combination of form, function, and fantasy, the eight new GK leotard designs will transport gymnasts into the dreamlike fantasy world of *Cirque du Soleil*. The collection will feature never before seen engineered prints and cutting edge embellishments new to the gymnastics industry.

The *Cirque du Soleil* collection of leotards will be available in late June 2013 at <http://www.gkelite.com> or by calling the GK Customer Service Department at 800.345.4087.

### **ABOUT GK GYMNASTICS APPAREL**

GK is the world's leading brand of gymnastics apparel and is recognized around the world for superior variety, quality, fit and service. For over 30 years, GK has been dedicated to the sport of gymnastics, contributing millions of dollars to support hallmark grass roots gymnastics development programs. Known for their signature collections of gymnastics workout leotards, GK has partnered with over ten Olympic athletes and currently offers workout leotards designed by 2012 All Around Olympic Gold Medalist Gabrielle Douglas and 2012 Floor Exercise Olympic Gold Medalist Alexandra Raisman. GK is proud to have been chosen by Under Armour® to manufacture the US National Team competitive and training apparel for USA Gymnastics through 2020. Based in Reading, Pennsylvania, Elite Sportswear, L.P., the company behind the GK Gymnastics brand, continues its commitment to American-made quality and continuous innovation in designs for Gymnastics and Cheerleading apparel. For more information about GK Gymnastics Apparel, visit [www.gkelite.com](http://www.gkelite.com).

### **ABOUT CIRQUE DU SOLEIL**

*Cirque du Soleil* is primarily a creative content provider for a wide variety of unique projects. In addition to shows, the company, which has its International Headquarters in Montreal, extends its creative talent to other spheres of activity. While maintaining stringent standards of artistic quality and originality, *Cirque du Soleil* brings to innovative projects the same energy and spirit that characterize each of its shows.

*Cirque du Soleil* is a Quebec-based organization providing high-quality artistic entertainment. Since its beginnings in 1984, more than 100 million spectators in over 300 cities on six continents have been thrilled by *Cirque du Soleil*.

For more information about *Cirque du Soleil*, visit [www.cirquedusoleil.com](http://www.cirquedusoleil.com).

To find out more about the ONE DROP Foundation, visit [www.onedrop.org](http://www.onedrop.org).

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