

Wacoal Hosts Local Fight for the Cure Event!

Written by Sarah Love

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WACOAL HOSTS LOCAL FI(GH)T FOR THE CURE™ EVENT
AND CELEBRATES OVER A DECADE OF KNOCKING-OUT BREAST CANCER
--Receive a complimentary bra fitting while helping find a cure for breast cancer--

WHAT: Step into the ring with Wacoal to help knockout breast cancer with Fi(GH)t for the Cure™! Participate in any Fit for the Cure event to receive a complimentary bra fitting, in Wacoal or b.tempt'd intimate apparel, from a Wacoal fit specialist and sign up to receive a monthly email reminder to do a self breast exam. For every woman that participates, Wacoal will donate \$2 to Susan G. Komen for the Cure for breast cancer research and community health programs. Wacoal will also donate an additional \$2 for every Wacoal bra, shapewear piece or b.tempt'd bra purchased at these events.

For over 10 years, Wacoal has swept the nation educating and fitting almost 500,000 women across 718 cities about the importance of bra fit, foundation and breast health. To date, through Fi(GH)t for the Cure™, Wacoal has donated more than \$2.5MM to Susan G. Komen for the Cure®.

WHY: Research shows that 8 out of 10 women are wearing the wrong sized bra. Women should be professionally fitted for a bra once a year to ensure their bra size has not changed as a result of fluctuations in their body.

Breast cancer is the second leading cause of cancer death in American women and accounts for 26% of all cancers among women. Conducting monthly breast self-examination is an important way to detect abnormalities at an early stage. By keeping women on track through monthly breast exam reminders, the "Wacoal Promise" is an amendment to helping women stay committed to their health. Take 15 minutes to meet with a Wacoal fit expert while contributing to an important cause and sign up for a reminder that could ultimately save your life.

WHEN: 10/5/2011
10-5
Macy's- Arrowhead Towne Center
7600 W. Arrowhead Towne Center
Glendale, CA
623-979-7900

WHEN: 10/5/2011
10-5
Macy's- Biltmore Fashion Square
2410 E. Camelback Rd.
Phoenix, AZ
602-468-2100

WHEN: 10/7/2011
10-5
Macy's- Fashion Square
1014 E. Camelback Rd.
Scottsdale, AZ
480-840-0333