



THINK **PINK** FOR FITNESS AND PHILANTHROPY

What started as a unique promotion by CYBEX to support breast cancer research took hold in the non-profit fitness world. The Pink Ribbon Run, where facilities purchased a pink 750T treadmill and logged miles raising money and awareness for the Breast Cancer Research Foundation was a huge success the world over. Nearly every state had at least one participating facility and CYBEX was proud to donate \$50,000, representing 250,000 miles of running and walking to fight this deadly disease. CYBEX donated ten cents per mile logged on the pink treadmills during the month of October, 2009.

"It was inspirational to hear stories from breast cancer survivors and their family members across the country and particularly how this program motivated walkers, sprinters and even marathon runners to get on the pink treadmill and raise money for the cure," states Joan Carter, CYBEX Executive Director of the Pink Ribbon Run. "The clubs and fitness centers approached this month-long promotion with such gusto and creativity that we were pleasantly surprised with the end tally and the cumulative mileage that was logged on the pink treadmills."

For some facilities, it was a matter of supporting members, for some it

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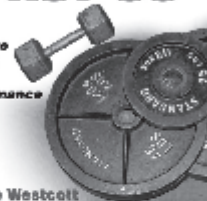
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was partnering with local hospitals to increase awareness in the community. "It was exciting and people loved it," said Robin Sherrod, Adult Fitness Program Director at the Walla Walla YMCA in Washington. The Walla Walla Y participated in part to support their local St. Mary's Medical Center's breast cancer fundraising efforts. Staff wore pink and the Y collected donations. "We also had a pink treadmill sign-up sheet where people could sign up to honor the person they were running for. We had four to five pages filled up in just one month." Walla Walla's members logged hundreds of miles.

"It resonated well with our members and the community as a whole," said Dave Rogers, Executive Director at the Chillicothe, MO YMCA. "It generated a lot of interest and was a win-win for all. We got a good treadmill and our members liked the fact that their Y was doing something to help research. It was a unique approach and we were glad to participate!" Rogers said that people were bound and determined to get on that pink treadmill and keep it going. They raised about \$500 for 5,000 miles and generated a lot of great PR in doing so!

For some non-profits, the idea of giving just encouraged their members and staff to keep going. Carolyn Destache, the Health Recreation and Fitness Director of the Harry and Rose Samson Family JCC in Milwaukee, WI said an anonymous donor matched the 10 cents per mile logged and they also had specialty events to support breast cancer month. They raised over \$1,500 in one day! The JCC of Rhode Island as well had a donor, local non-profit,

Lifecycle Inc and their owners, Jake and Dani Brier, who matched the miles logged in at the JCC!

When the Pink Ribbon Run program ended, the JCC in Milwaukee decided to keep the treadmill philanthropy going. In December they donated 10 cents per mile to the Jewish Community Pantry. "Our plan is to do something every other month and the money raised will go towards a charity program within the JCC," says Destache. One of the biggest rewards came from a member who said the Pink Ribbon Run saved her life. At the start of the program a little voice told her she should a breast self exam and she found a lump. After a biopsy and chemo she is back to her facility and sharing her story.

The JCC of Buffalo, NY as well is promoting future monthly fundraising for needy charities on their pink treadmills. After logging in 1,136 miles during the month of October, they excited and ready to go!

And what became of all those pink treadmills? Some facilities, like the Walla Walla YMCA raffled theirs off at \$25 per ticket. Some have kept their treadmills right in the fitness center to keep the disease and need for a cure in people's minds. **OSF**

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