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For Immediate Release...

TWO TIME SURVIVOR OF TRIPLE NEGATIVE BREAST CANCER NAMED CHAMPION OF EVERLAST'S "WHAT DO YOU FIGHT FOR?" CAMPAIGN

Sergio Mora to dedicate this weekend's fight against Shane Mosley in her honor

New York, NY – September 14, 2010 – [Everlast](#), the premier fight sports and fitness brand in the world, today announced [Kim Brylow](#) as the winner of their global 'What Do You Fight For?' philanthropic social movement and contest. For her brave story of twice fighting and overcoming triple negative breast cancer, Kim will receive \$5,000, which she is donating to the [Triple Negative Breast Cancer Foundation](#), and a VIP trip for her and one guest to the Sergio Mora - Shane Mosley fight at the Staples Center in Los Angeles, CA. on September 18th.

The contest, which ran in conjunction with Everlast's 100 year anniversary, received more than four-hundred entrants who shared the motivations that drive their fight in life. Entries were voted on by the public through a platform on the [Everlast page](#) on Facebook. Brylow, a 43-year old mother of one, inspired thousands of voters through her fight and survival with two separate bouts of triple negative breast cancer.

"Kim's story of strength and determination is at the heart of our 'What Do You Fight For?' campaign," said Everlast President Adam Geisler. "If she is able to affect just one individual and empower them to be better, to do better, then we have achieved our goal."

On the eve of celebrating 1-year of being cancer free, Brylow has turned her fight to help those who face a similar challenge. In turn, she has committed to donate 100% of the \$5,000 grand prize to the [Triple Negative Breast Cancer Foundation](#), who is dedicated to supporting research so that effective detection, diagnosis, prevention and treatment of triple negative breast cancer can be pursued and achieved.



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In honor of Brylow's story, former WBC Champion Sergio Mora is going to dedicate Saturday nights fight against Shane Mosley to her and also wear a pink ribbon patch on his trunks to honor her and those affected by breast cancer.

"As somebody who fights for a living, I understand the dedication and strength it takes to overcome a difficult opponent", explains Sergio Mora, former WBC Light Middleweight Champion. "Though no opponent I will ever face as a fighter compares to the fight against cancer, Kim's strength to overcome and fight to help others inspires me and dedicating Saturday's fight to her is my way of saying thanks."

Everlast's long standing partnership with Teddy Atlas and the [Dr. Theodore A. Atlas Foundation](#) was the inspiration behind 'What Do You Fight For?'. For each contest entry received, Everlast pledged \$1 to support the foundations mission of improving the lives of those in need in our communities. With the support of countless athletes and celebrities like Sergio Mora and Mario Lopez, Randy Couture, [Andre Berto](#), [Gray Maynard](#), [Miguel Cotto](#), and [Teddy Atlas](#), who joined the fight to inspire others by sharing their personal motivations, Everlast was able to make a \$10,000 donation to the Dr. Theodore A. Atlas Foundation.

For information or to pledge your support, please visit [Everlast.com](#), [Dr. Theodore A. Atlas Foundation](#) or [Triple Negative Breast Cancer Foundation](#).

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About Everlast Worldwide Inc.

The preeminent brand in boxing since 1910, Everlast is the world's leading manufacturer, marketer and licensor of boxing, MMA and fitness equipment. From heavyweight champion Jack Dempsey and middle weight legend Sugar Ray Robinson to the undisputed middleweight champion Jermain Taylor and UFC champion Randy Couture, Everlast is the brand of choice for generations of world champion professional athletes. Built on a brand heritage of strength, dedication, individuality and authenticity, Everlast is a necessary part of the lives of countless champions. Based in Manhattan, Everlast's products are sold across more than 75 countries and 6 continents. Everlast is a wholly owned subsidiary of Brands Holdings Limited, a global company and manager of worldwide sporting goods and apparel brands. For more information, visit [www.everlast.com](#).

About Dr. Theodore A. Atlas Foundation

The Dr. Theodore A. Atlas Foundation is a New York-based 501(c)(3) community service organization that provides financial, legal and emotional support to individuals and organizations in need, focusing particularly on the needs of children. The Foundation runs several programs,



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including two boxing gyms for at-risk youth, a local youth basketball program, a food pantry, a Thanksgiving dinner giveaway, and a Christmas toy run for local children. To learn more about the Atlas Foundation and the various ways it serves the community, please visit us at <http://www.drAtlasfoundation.com>.

About Triple Negative Breast Cancer Foundation

Launched in 2006 in honor of Nancy Block-Zenna, a young woman who was diagnosed at age 35 with triple negative breast cancer and died less than three years later, the Triple Negative Breast Cancer Foundation supports the triple negative community and focuses on raising awareness and supporting research to find a cure for the disease. For more information about the Triple Negative Breast Cancer Foundation or triple negative breast cancer, visit www.tnbcfoundation.org or call 646-942-0242.

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