



For Immediate Release

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Lion Apparel Co-Sponsors Run For The Kids Charity Race

DAYTON, OHIO – July 20, 2007 – Lion Apparel Inc. was a sponsor for the seventh annual Run for the Kids charity 5K run/walk race, held July 19, 2007, in Chicago, Illinois. Lion Apparel and Lion TotalCare® partner with the Chicago Fire Department to provide clean and repair services for their fire fighter protective clothing.

Developed and supported by Chicago Fire Fighters Union Local 2 members, Run for the Kids brings local first responders, businesses, and community volunteers together to help children throughout Illinois. This event provides funds to organizations dedicated to serving the needs of children and their families. Some hardships include pediatric burn prevention and recovery, lack of smoke detectors, and children dealing with life threatening illnesses.

The race was held at Soldier Field Great Lawn in Chicago, Illinois. Vicki Smith and Donald Williams from Lion Apparel participated in the race. With the help of co-workers, friends, and family, they collected over \$400 in pledges. "I am glad to be a part of an organization that is dedicated to helping local charities raise resources and awareness for disadvantaged children," said Vicki Smith, director of marketing, Lion TotalCare. "This was worthy event that I was honored to participate in."

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Lion Apparel Inc. is a 111-year-old, family owned global company based in Dayton, Ohio, USA. Through offices in the U.S., Canada, U.K., Germany, France, Australia and Spain, Lion serves the uniform and personal protective equipment (PPE) and logistics requirements of police and fire departments, civilian government agencies, emergency services, and military organizations around the world. Each and every day, Lion fulfills the personal safety, readiness and identity needs of its customers around the world.