



Media Advisory

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Sept. 29: Lion Apparel To Welcome Pink Ribbon Tour To Dayton In Support Of Breast Cancer Awareness. *Pink Heals, and it also rules the road if you're on-board the Pink Ribbon Tour.*

DAYTON, OHIO– September 2, 2008 – Dave Graybill, an Arizona firefighter, is bringing thousands of people together in the fight against breast cancer. The Guardians of the Ribbon, a group of firefighters, police officers and community leaders from Arizona, are driving around the country in a pink fire truck, wearing pink turnout gear and firefighting helmets, all to raise awareness and funding for the fight against breast cancer.

"The Pink Ribbon Tour is for the women of this country and for their fight against breast cancer. This pink fire truck and our pink firefighting gear represent hope and love. The tour shows our commitment to this cause, and that we care enough to wear pink," said Graybill. "We are a male-dominated profession supporting a female dominated disease. It is in our nature to fight for those who have lost the ability to fight for themselves."

"We're thrilled to welcome the Pink Ribbon Tour to Dayton," said Steve Schwartz, chief executive officer of Lion Apparel. "Breast cancer has touched my life in a very personal way, as my mother battled the disease. I'm proud to be part of this initiative to bring more support, awareness and funding to the fight against breast cancer."

"This is a great event supporting a great cause that everyone in the Dayton community can rally around. We welcome all local police and fire departments, community leaders and anyone in the community who has been affected in any way by breast cancer to come join us for this exciting event," Schwartz said.

WHO: Lion Apparel and the Guardians of the Ribbon

WHAT: Pink Ribbon Tour community gathering and fire truck signing

WHEN: Monday, Sept. 29, 2008, 4:00 to 7:00 p.m.

WHERE: Lion Apparel, 6450 Poe Avenue, Dayton

WHY: To support breast cancer awareness and research

For more information and to see the Pink Ribbon Tour's complete list of tour dates and locations, visit '<http://www.pinkribbontour.com>'.

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