

# Komen New York City Race for the Cure®

Join Fit Pregnancy / Mom & Baby and Komen, partners devoted to breast health and the fight against breast cancer, and reach more than 20,000 participants in one of New York City's largest events.



## Komen New York City Race for the Cure® September 9, 2007: Central Park, New York, NY

**Expected Attendance: 20,000**

Expand your awareness to an audience of influential women, ages 20-39, from the tri-state area.

*Build your brand in the key New York market with exposure at the Fit Pregnancy / Mom & Baby booth*

**Opportunities:**

- Gift bag sampling (quantity: 1,000)
- Literature distribution
- Product display
- Live product demonstrations
- Custom sweepstakes or contest

**Bonus Exposure:**

Race pre-registration will take place at the Time Warner Center offering additional opportunities to connect with attendees.

**Call your sales rep today to learn more about how to leverage this event marketing opportunity for your brand!**

New York  
212-545-4890

Chicago  
312-396-8038

Detroit  
248-588-1720 ext. 215

Los Angeles  
818-251-2939

San Francisco  
707-933-1823

