



FOR IMMEDIATE RELEASE

Sponsors Line up to Support YSC Tour De Pink® East Coast

12th Annual YSC Tour de Pink Rolls October 9-11; Features a Three-day and One-day Century Option to Support Women Diagnosed with Breast Cancer Under the Age of 40

September 23, 2015 — The 12th Annual YSC [Tour de Pink](#)® – the premier cycling ride designed to raise funds and to empower young women battling breast cancer, today announced the companies and brands graciously supporting this year’s three-day, 200+ mile East Coast journey taking place October 9-11. Featured Sponsors of the 2015 YSC Tour de Pink include: Liv, MonaLisa Touch, and The Walking Company along with a dozen additional sponsors and in-kind supporters.

“As the leading nonprofit organization focused exclusively on the unique needs of young women battling breast cancer, YSC is very fortunate to have the support of great companies who understand and believe in our mission,” said Jennifer Merschorf, Chief Executive Officer, YSC. “Thanks to Liv, MonaLisa Touch, The Walking Company and all of our supporters, this year’s YSC Tour de Pink will succeed in raising more funds and awareness for the crucial needs of young survivors.”

Featured Sponsors:

Liv <http://www.giant-bicycles.com/en-us/livgiant/>

Liv is committed to the female cyclist. We offer the only comprehensive product collection designed specifically for female riders, ranging from beautiful apparel to premium bicycles. No matter your riding style, Liv provides the best products to help you discover new possibilities through cycling.

MonaLisa Touch www.SmileMonaLisa.com

MonaLisa Touch® is an in-office, quick and safe procedure that delivers laser energy to the vaginal wall tissue to promote a return to gynecologic health. Issues of gynecologic health are commonly seen in post-menopausal women, breast cancer survivors and women who have had a hysterectomy and have declining estrogen levels. Visit SmileMonaLisa.com to find a doctor near you.

The Walking Company <http://www.thewalkingcompany.com>

The Walking Company is the world’s leading specialty retailer of high quality comfort footwear and accessories, dedicated to bringing customers the best brands from around the world. We are your destination for comfort footwear for all your walks of life.

Additional Sponsors:

Oakley: <http://www.oakley.com/>

Bayhealth: www.bayhealth.org

Shimano: <http://bike.shimano.com/>

JPOV: <http://www.jpov.net/>

BikeFlights: <https://www.bikeflights.com>

Primal Wear: <http://shop.primalwear.com/>

Community Chiropractic Center: <http://www.bluebellchiropractic.com/>

Clif Bar: <http://www.clifbar.com/>

Junk Jam: <http://www.junkjam.com/>

Knapps: <http://www.knappscyclery.com/>

Whole Foods: <http://www.wholefoodsmarket.com/>

Carrabbas: <https://www.carrabbas.com>

The three-day journey kicks off from suburban Philadelphia and heads south traveling through scenic back roads and stopping for an evening celebration at Dover Downs Hotel and Casino. The second day, also doubling as our flat and fast century ride accommodating our one day riders, will loop through Delaware finishing back at Dover Downs. Finishing on day three, riders travel east directly towards the shore and finish on the beach in Rehoboth, Delaware. For more information visit, www.ysctourdepink.org.

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About YSC Tour de Pink®

Co-founded in 2004 by Lisa J. Frank and Matt Purdue, **YSC Tour de Pink** was created to raise awareness and funds for **Young Survival Coalition** (YSC), the first national organization to focus exclusively on the unique needs of young women affected by breast cancer. Growing from six participants in 2004, YSC Tour de Pink® has generated more than \$8 million and now consists of two outdoor bike rides on the East Coast and West Coast. YSC anticipates over 500 riders will participate in this year's national events.

About Young Survival Coalition (YSC)

Established in 1998, **Young Survival Coalition** (YSC) was the first nonprofit organization to focus exclusively on the unique needs of young women affected by breast cancer. Founded by young survivors for young survivors, YSC began as a grassroots organization to advocate on behalf of all young women diagnosed with breast cancer to increase their length and quality of life. Based in New York City, with networks nationwide, YSC today provides free comprehensive resources, support and educational materials such as the **ResourceLink** program, **Newly Diagnosed Treatment Navigator**, **Post-Treatment Navigator**, **Long-term Navigator**, **Multi-media Tools** and is well known for its two national **YSC Tour de Pink** bike rides. For more information please visit: www.youngsurvival.org.

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