

PHOENIX, Oct. 1, 2013 /PRNewswire/ -- Eight unique pieces of athletic memorabilia will be up for bidding on womensrunning.com with all proceeds benefiting the Edith Sanford Breast Cancer Foundation as part of a *Women's Running* October fundraising initiative for breast cancer research and awareness. In addition to the raffle proceeds, *Women's Running* magazine will donate a portion of all advertising revenue from the magazine's October issue to the Foundation.

"The sports bras decorated by well-known female elite athletes are a playful way to get people thinking about the cause while also promoting Breast Cancer Awareness Month," said Jessie Sebor, editor-in-chief of *Women's Running*. "Our entire October issue was created in partnership with Edith Sanford, and provides an informative forum for updates on the latest developments in breast cancer research, including how nutrition, exercise and self-exams can help reduce risk."

Appealing to runners, celebrity groupies, fashion followers and autograph seekers alike, the bras can be viewed online at womensrunning.com or in the October issue of *Women's Running* magazine.

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are among the elite female athletes who have generously autographed and decorated the sponsor-donated sports bras.

Beginning October 1, readers will be able to bid on the bra of their choice at womensrunning.com. Each raffle ticket is \$10, with all proceeds going directly to the Edith Sanford Breast Cancer Foundation. Winners will be drawn and announced online on November 1, 2013.

"The Edith Sanford Breast Cancer Foundation jumped at the opportunity to partner with *Women's Running* on the PINK issue. It's a great way to promote breast cancer awareness and connect our mission with an audience of dynamic, active women," said Kimberly Simpson, president of the Foundation. "Both online and in print, this issue really empowers women with valuable tips and information about breast cancer prevention, treatment and survivorship."

The October issue of *Women's Running* also includes additional features focused on Breast Cancer Awareness Month, including:

- Bosom Buddies – Expert Q&A with Edith Sanford medical advisor, Dr. Shelby Terstriep, who discusses breast cancer detection, prevention and recovery, with advice about nutrition, exercise and self-exams.
- Pink Power – A special installment of the Rave Races section, which will highlight events around the country that benefit breast cancer research.
- Inspiration Awards – A first of its kind for *Women's Running*, the Awards will profile six stand-out women who are changing the face of running, including October cover model Aviva Drescher, from the *Real Housewives of New York*, and Donna Deegan, breast cancer survivor and founder of 26.2 with Donna.
- Race for a Reason – For those curious about charity training programs, the popular monthly Training feature offers expertise from an experienced charity coach.

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For more information on *Women's Running*, visit womensrunning.com or "like" the magazine on Facebook at [facebook.com/womensrunning](https://www.facebook.com/womensrunning)

. To learn more about supporting Edith Sanford

through TeamEdith™, the Foundation's exciting new sports engagement platform, visit edithsanford.org/teamedith

About the Edith Sanford Breast Cancer Foundation The Edith Sanford Breast Cancer Foundation is pioneering a bold new comprehensive approach to breast cancer, with a mission to unlock each woman's genetic code, advance today's prevention and treatment, and end breast cancer for future generations. Edith Sanford Breast Cancer is pursuing cutting-edge translational genomic research to identify specific treatments that will work best for each person, prevent the disease on an individual basis, and ultimately eradicate breast cancer.

The launch of this movement began with a gift from Denny Sanford, who tragically lost his mother, Edith, to breast cancer when he was just four years old. For more information about the Edith Sanford Breast Cancer Foundation, visit edithsanford.org or call 855.GO.EDITH (463.3484).

About Women's Running As the only women-specific running magazine, [Women's Running](http://womensrunning.com) empowers the ever-growing community of women runners to live a healthy lifestyle via editorial content focused on running, fitness, nutrition and wellness. For more information, please visit womensrunning.com

or [facebook.com/womensrunning](https://www.facebook.com/womensrunning)

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