



UNMATCHED PERFORMANCE™

NEWS RELEASE
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Hillerich & Bradsby Co. • 800 W. Main St. • Louisville, KY 40202 • (502) 585-5226 • www.bionicgloves.com
Media contact • Kate Killian • kkillian@doeanderson.com • (502) 815-3255 office • (502) 810-7877 cell

Bionic® continues to give back for Breast Cancer Awareness & Research

LOUISVILLE, Ky. – Bionic continues to support Breast Cancer Research and Awareness by donating, year-round, approximately 10% of the sales of every Bionic Pink Ribbon Glove to the American Cancer Society.

“Just about everyone has felt the impact of cancer in some way. The money we help raise for breast cancer is only part of the effort,” says Cheryl Fink of Bionic.

In addition to the monetary donations, Fink says the company also hopes to raise awareness: “We hope that women who see the Bionic Pink Ribbon Golf Glove will be reminded to ask their doctor for a breast cancer screening.”

Over the past several years, Bionic has contributed more than \$21,000 to the American Cancer Society. Bionic’s efforts to help the fight against breast cancer complement the efforts of its sister product Louisville Slugger, which provides bats for Major League Baseball’s Pink Bat Program.

Bionic Women’s Golf Gloves improve comfort, control, grip and performance. They were designed by a leading orthopedic hand surgeon and utilize anatomical relief pads to even out the surface of your hand. They also enhance dexterity through ergonomically designed motion zones (across the knuckles) and web zones (between fingers).

Bionic is a division of the family-owned Hillerich & Bradsby, Co., based in Louisville, Ky. Other H&B divisions include PowerBilt, makers of golf clubs since 1916, and Louisville Slugger, the most famous brand of baseball and softball bats and equipment in the world.



A portion of the sales of the Bionic Pink Ribbon Glove is given to the American Cancer Society.

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