



Own the Zone Partners with Rally for the Cure®

Own the Zone provides its pink OTZ band dampeners to Rally for the Cure® Tennis events across the United States

FOR IMMEDIATE RELEASE

Contact: Julius Stockfish or David Marcus
1520 Commerce St., Suite 111, Winchester VA
Tel: 540 665-866
sales@otzsports.com

03/03/09 Winchester, VA – Own the Zone Sporting Goods, LLC today announced that it is partnering with Rally for the Cure® by providing thousands of its OTZ pink band vibration dampeners for Rally tennis events across the United States.

“We approached Own the Zone because of the outstanding quality of their vibration dampeners for tennis racquets”, said Holly Gill, Senior Marketing Manager Rally for the Cure. “When the pink OTZ band is tied to the racquet’s strings it looks just like the pink ribbon that has become an international symbol of breast cancer awareness. Own the Zone is figuratively and literally joining the band to spread our message about breast cancer awareness and we see a bright future for our partnership.”

“Own the Zone is proud to be joining forces with Rally for the Cure.” said David Marcus, Co- President of Own the Zone Sporting Goods. “We encourage everyone participating in these events to play hard, have fun and tie a pink OTZ band on their racquets.”

“Players participating in the Rally for the Cure tennis events are getting the opportunity to play with the world’s best vibration dampener,” said Julius Stockfish, Co-President of Own the Zone Sporting Goods. “In addition to tying the pink band to their racquets they get to show their support of Rally for the Cure and its commitment to breast cancer awareness.”



About Own the Zone

Based on excellent design and use of quality materials, the OTZ band vibration dampener, significantly improves upon the shock absorbing solution currently used by several of the world's top ranked tennis pros, including Maria Sharapova, Andy Roddick and Andre Agassi. Called the “World’s Best Vibration Dampener” by Tennis Warehouse Australia, the OTZ band dampeners are sold by tennis pro shops and specialty stores throughout the world. To find out more about Own the Zone go to www.otzsports.com, or to receive more information contact us at sales@otzsports.com.

About Rally for the Cure

Rally for the Cure® works to spread awareness about breast health and breast cancer through golf, tennis and dining events. Over 500 annual tennis events hosted by volunteer Ambassadors invite participants to Rally on the tennis court via an existing tournament or simple round robin format. Participants have a chance at winning a prize and all receive an event gift bag including important breast health information, OTZ dampeners and a one-year subscription to a Condé Nast magazines including SELF, Gourmet, Lucky and Condé Nast Traveler.

In partnership with Susan G. Komen for the Cure® and Condé Nast Publications, Rally empowers people to spread the life-saving message of early-detection in their communities through an activity they are passionate about such as, tennis.

For more information about Rally for the Cure, please contact Holly Gill at 203.761.5296 or holly.gill@rallyforthecure.com.